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Motorcycle

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Change of title in v. 13

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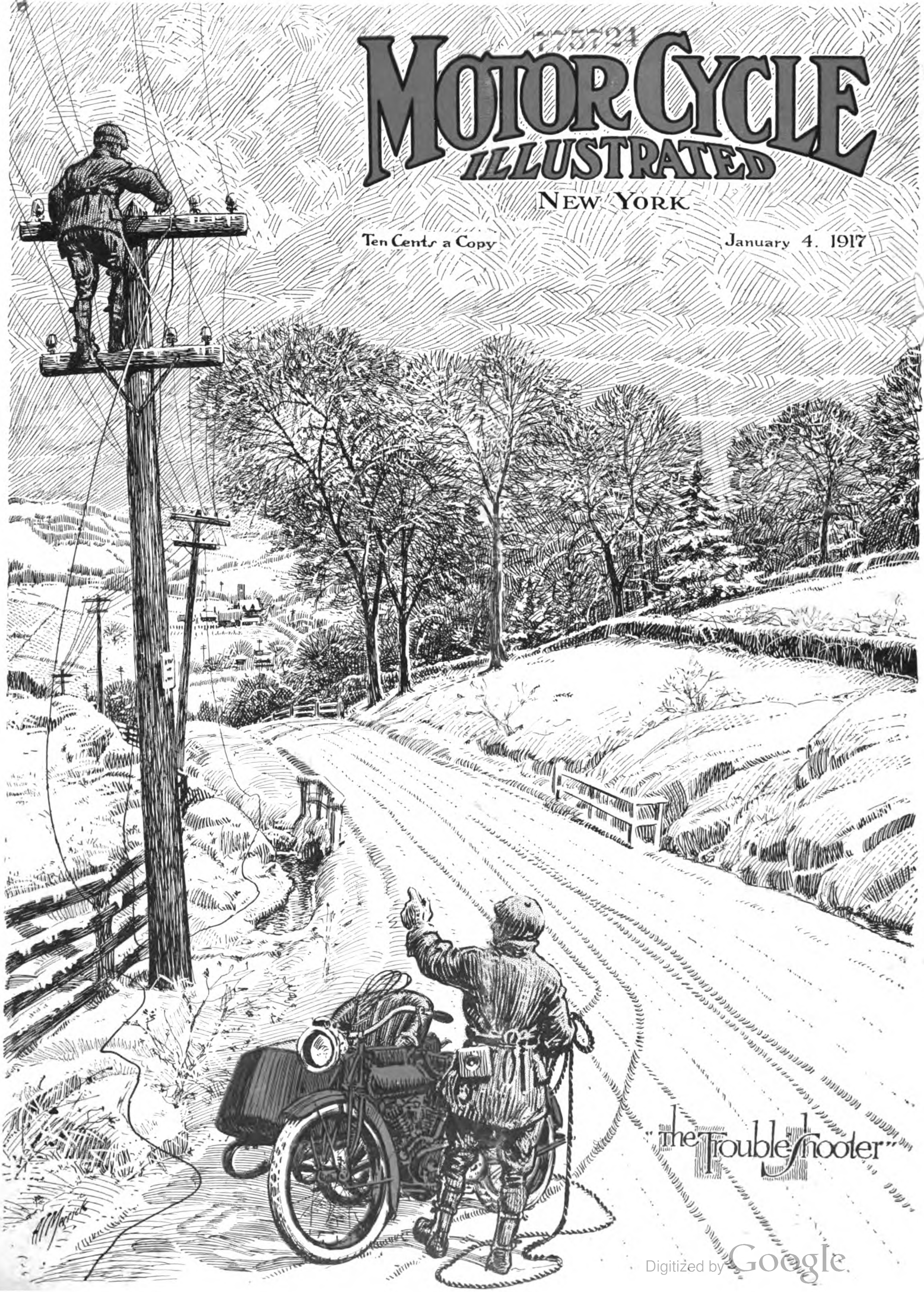
MOTOR CYCLE ILLUSTRATED

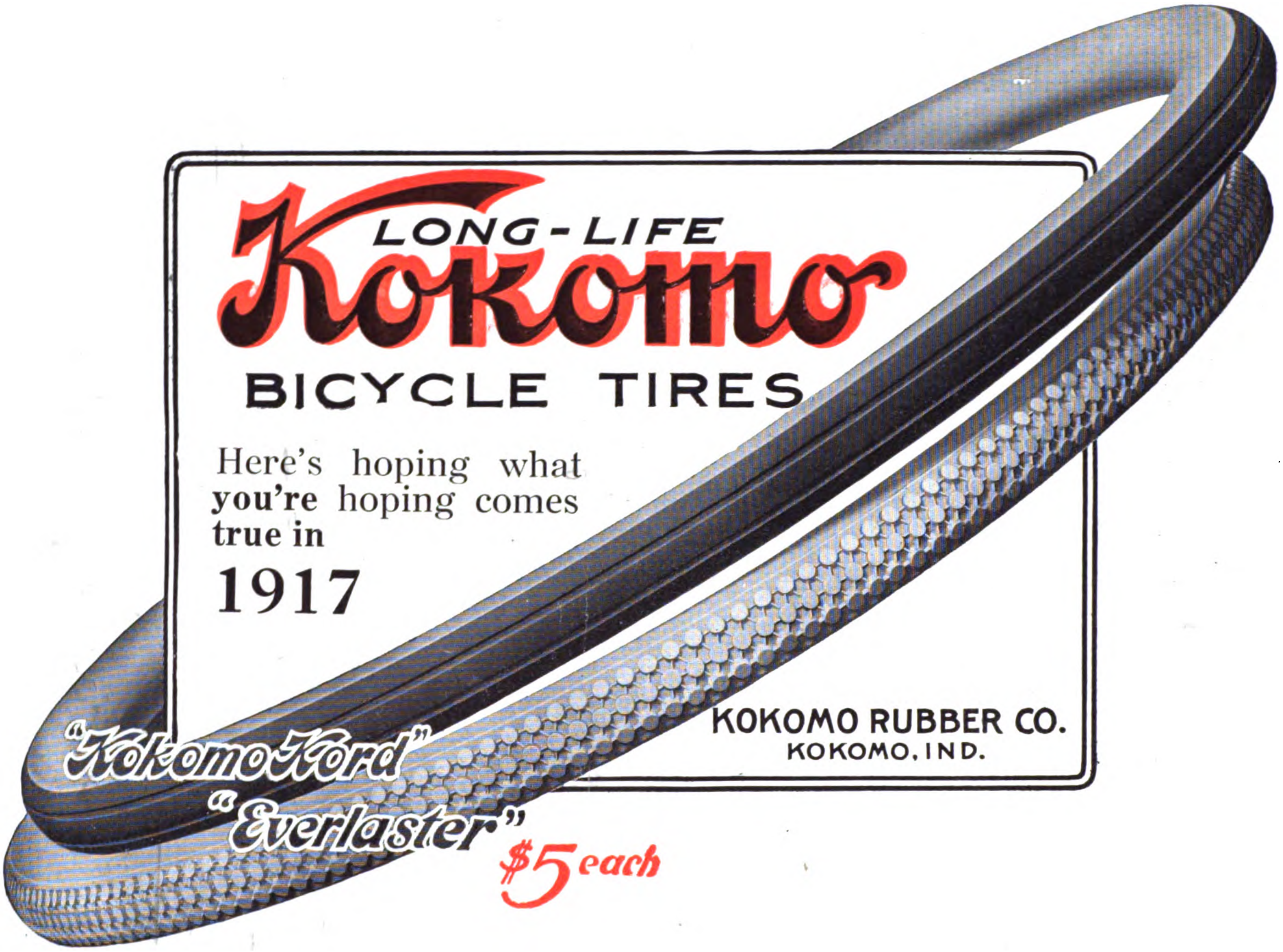
NEW YORK

Ten Cents a Copy

January 4, 1917



"The Trouble Shooter"



LONG-LIFE **Kokomo**

BICYCLE TIRES

Here's hoping what you're hoping comes true in

1917

KOKOMO RUBBER CO.
KOKOMO, IND.

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.

Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying - Merkel, Reading - Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

1917
NEW
Thor
SALE PLAN

Best Wishes for the New Year!

We're going to spring something! Watch for the announcement of the stupendous new Thor Sales Policy— in next week's issue of MOTOR CYCLE ILLUSTRATED —January 11th. It will be a double page spread; and just the message you have long dreamed about!

Thor

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco

Bosch Magnetos will not cost more in 1917 than they did in 1916.

They will be just as good as they always have been, they will provide a superior service, a feeling of confidence, an assurance of full value received, that no other ignition system can provide. Accept no excuses if the motorcycle you sell or buy is not Bosch-Equipt. Remember every worth-while motorcycle race of the past season was a Bosch Victory. That is your assurance of the superior ability of Bosch.

Be Satisfied *Specify Bosch*

The Bosch Magneto Company, 206 West 46th St., New York
Service Stations in Every State

What a Harley-Davidson Connection Will Do For You

IT will put you in position to get the very best motorcycle and bicycle trade in your locality.

The prestige of the Harley-Davidson name is worth a great deal—the public associates quality with the Harley-Davidson name.

For 1917 Harley-Davidson co-operation means more than ever before—see what we have to offer our dealers:

1—Unequalled national advertising designed to help our dealers sell more Harley - Davidson products.

2—The best catalogs and advertising literature in the business.

3—Full information regarding handling of time payments.

4—A dealer's department—created for the exclusive use of Harley-Davidson dealers.

5—Advice on accounting methods.

6—Advice on credits and collections.

7—Information on insurance.

8—Help in securing stolen machines.

9—Assistance in way of plans for disposing of second hand machines.

10—Information on very latest repair methods.

11—Co-operation in planning advertising and selling efforts.

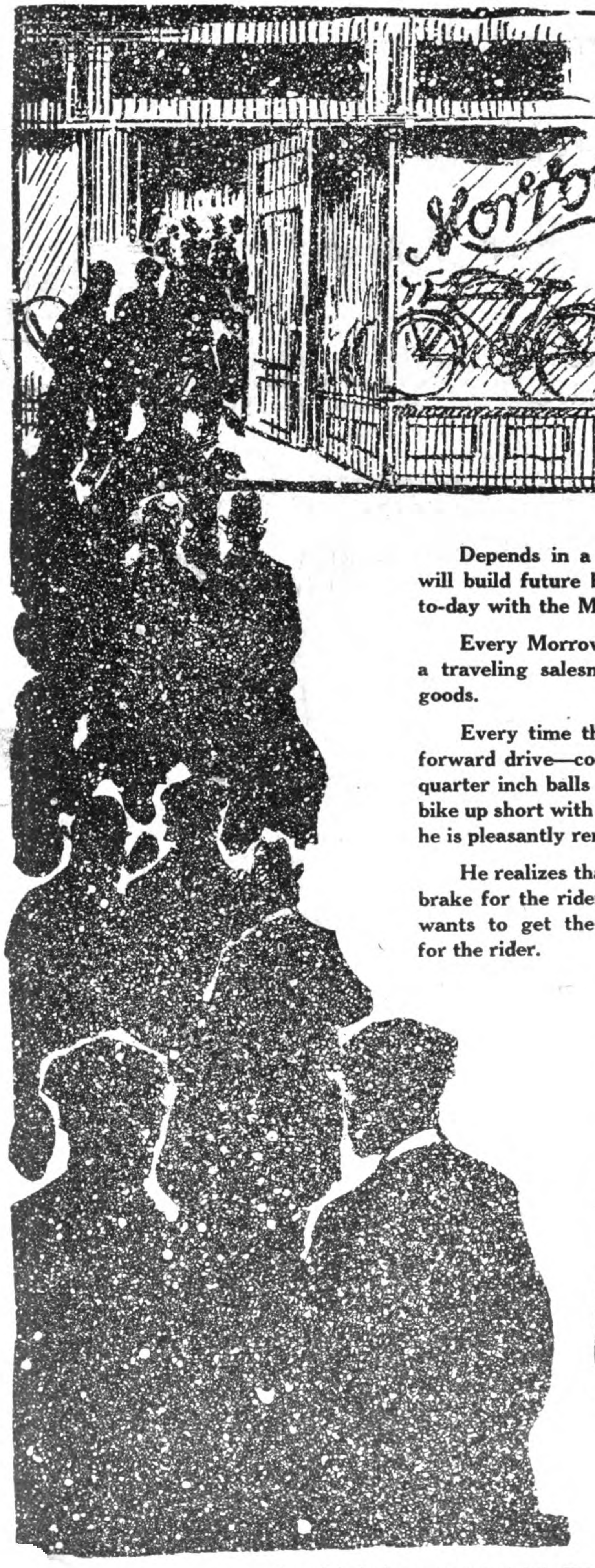
12—Very prompt service on spare parts assured by two factory branches and 37 authorized special service centers distributed over the United States.

What we have briefly outlined means a great deal to any dealer interested in increasing his business.

With all this personal co-operation open to Harley-Davidson dealers, is it any wonder that this company has the reputation of holding its dealers year after year? Is it any wonder that the Harley-Davidson contract is the most valuable one and the most sought after in each locality?

We are always glad to hear from those who may be interested in the possibility of selling Harley-Davidson products, and invite correspondence on the subject.

Harley-Davidson Motor Co., Milwaukee, Wis., U.S.A.



What the "Morrow" Will Bring Forth

Depends in a great measure upon what you do to-day. Nothing will build future bicycle business better than equipping those you sell to-day with the Morrow brake.

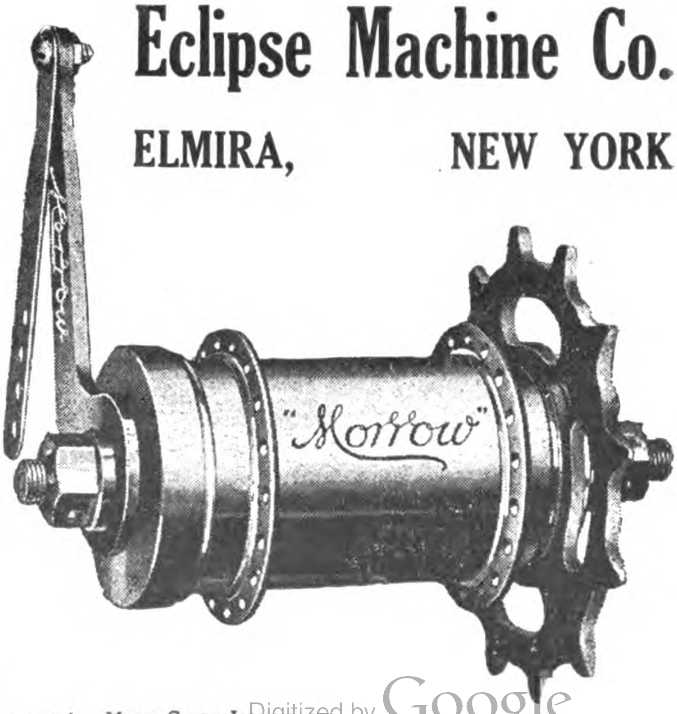
Every Morrow you put on the road is an advertisement for you—a traveling salesman that tells the neighborhood you handle quality goods.

Every time the rider shoots ahead through the Morrow's positive forward drive—coasts along with that smoothness that comes from 24 quarter inch balls speeding around in glass smooth races—or brings his bike up short with the largest braking surface of any coaster brake made he is pleasantly reminded of you.

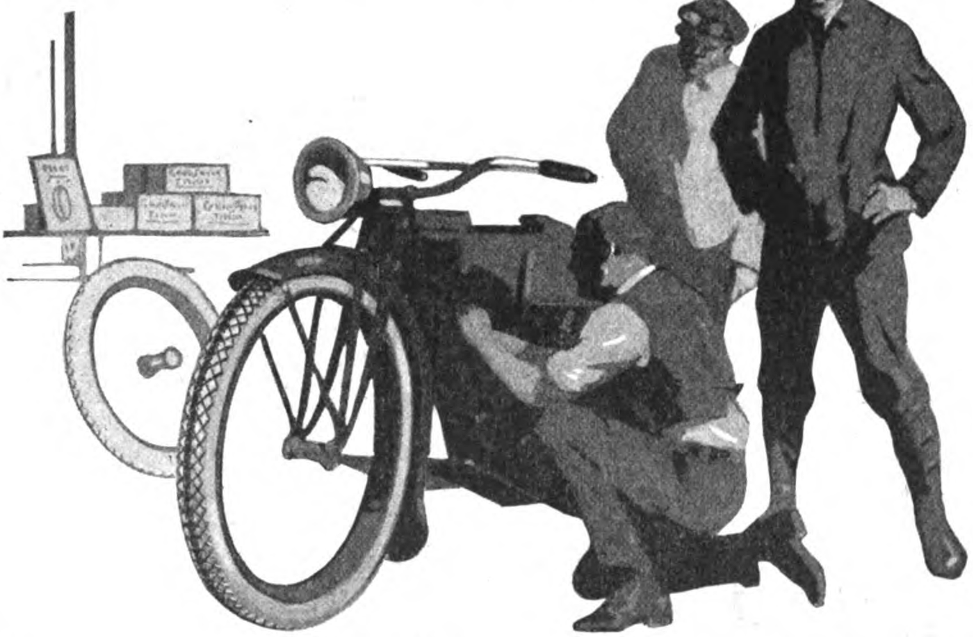
He realizes that what you told him about the Morrow being the best brake for the rider is true and he will be in to see you again when he wants to get the best tire, or the best lamp, or the best anything for the rider.

Eclipse Machine Co.

ELMIRA, NEW YORK



BLUE STREAKS



Goodyears Grip the Ground

in 800-Foot Hill Climb Victory

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton
Excelsior
Indian
Thor
Pope

Harley-Davidson
Reading Standard
Henderson
Iver Johnson
Emblem

Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

Roy Artley, astride an Indian, equipped with Goodyear Blue Streak Motorcycle Tires, won the 800-foot hill climb at Bakersfield, Calif., Dec. 1st.

Artley's time was 11 seconds on a hill with an average grade of 55 per cent.

The same Goodyear Blue Streaks carried Artley to victory in the Springfield-Phoenix race and he also rode them over the Los Angeles - San Francisco Endurance Course before the hill climb at Bakersfield.

"Some tires!" says Artley.

And this echoes the opinion of thousands of motorcyclists the country over.

Goodyear Blue Streaks are the tires for you whether for racing, pleasure or commercial use.

They have proved themselves serviceable tires under all conditions.

The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR
AKRON

A Motorcycle Elopement.

United States 'Usco' Tread Motorcycle Tires

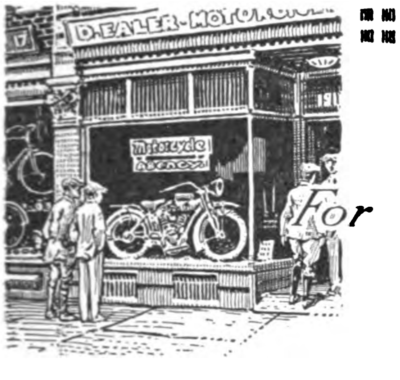
have "eloped" with Mr. Popular Approval and they are both now happily married.

In other words, the ***Popular Approval*** of motorcyclists has picked out United States 'Usco' Tread Motorcycle Tires as the most dependable tires in the market.

If you stock these tires, ***Popular Approval*** will also pick you out as the Dealer of whom to buy tires.

United States Tire Company

1790 Broadway, New York



MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

775724

Volume 13 **January 4, 1917** **Number 1**

WEBBER BEST OF 30 "MIDNIGHT RUNNERS"

With Miss Augusta Van Buren in 1917 Indian Sidecar Combination He Makes Perfect Medal Score and Best Consistency Rating of 989 in Ellis's New Year's Eve Affair—MacDonald Also Perfect—Only Two Solo Riders Survive the Ice

NEW YORK, January 1.—That 150-mile New Year's Eve jaunt which New York State F. A. M. Commissioner George A. Ellis promoted—and ably promoted—over a course between here and Poughkeepsie and return starting at midnight last night is what he is pleased to term a "modified endurance run."

But take it from any of the 30 "participating contestants," or from any of the equally interested "non-participators" who manned the sidecars, it was a real endurance run with nothing lacking to test the quality and stamina of the machines, nor a thing left out to prove the red bloodedness of the riders despite the fact that it did not measure up to the F. A. M. standard of "endurancibility" by some 150 miles.

Only Eighteen Finishers

And if there is any proof needed of that assertion the results are all sufficient. Starter Newburg checked out an even 30 machines, 24 of which were sidecar equipped, at one minute intervals from the starting point at Columbus Circle; but of the number only 18 returned to be checked in again this morning. The rigors of the course had put the remaining dozen "hors de combat."

And of the 18 who did manage to complete the distance, two only were able to earn perfect medal scores of 1,000 points and both were pilots sidecar machines. To Calvin R. Webber, who with Miss Augusta Van Buren, of transcontinental fame, as passenger, brought through his 1917 Indian Powerplus without losing a point as to medal score, and with a consistency score of 989 points, goes the title of "winner"; likewise the privilege of taking his choice from among the 16 prizes which the trade folk provided.

E. C. MacDonald, who manned a brand new Harley-Davidson electrically equipped model and carried Ed. Schrader as sidecar passenger, proved himself the second best "iceberg" pilot and came home this morning with a clean medal slate and a consistency score of 984. George Barnes on a similar outfit was the third man with a medal score of 998 and a consistency score of 952.

Fourth honors go to Irving Lewin on a 1917 Henderson with Flxible sidecar, who finished with a medal score seven points lower than that of Barnes, but with a consistency score five points better than that of the Harley-Davidson pilot; Lewin carried Henry King as passenger.

Two Solo "Heroes"

Of the half dozen solo entrants, two only managed to survive the 60 or more miles of ice-clad and snow embanked hills that faced the riders when they left Peekskill, and the contestants to a man voice the opinion that they are the real heroes of the run. Richard Veazey on a 1915 Indian made the best solo record with a medal score of 974 and a consistency score of 950. Shelton Sturges, the New Haven Indian dealer, was the other solo finisher; he managed to bring a 1917 Powerplus through with a medal score of 967 and a consistency score of 939.

The way the motorcycle enthusiasts responded to Ellis's call was a surprise even to Ellis himself. Long before 11 o'clock last night the two-wheeler folk began to gather in Columbus Circle and before the starting hour had arrived half a dozen members of New York's "finest" were busy as a squad

(Continued on page 14)

MOTORCYCLES FOR AVIATION STATIONS

Fourteen Indian Sidecar Combinations Will Be Used as Auxiliaries to Border Flying Corps; Some May Go to Pershing

SAN ANTONIO, Texas, Jan. 2.—Following hot upon several recent announcements of orders for army motorcycles placed by the Government, comes the additional news that the Hendee Mfg. Co. has just shipped fourteen of the 1917 model three-speed, electrically-equipped Indian twins to this city for distribution to the various aviation stations along the Mexican border. The new machines, which have not been referred to in any previous statements concerning motorcycles by army officers here, have been consigned to the supply officer of the aviation section of the signal corps, who has his headquarters in San Antonio.

Each of the new motorcycles will be fitted out with an Indian sidecar, and while it is stated that most of them will go to the aviation stations above referred to, it is strongly hinted that several will be sent on to General Pershing's punitive expedition in Mexico.

The outfits will be used to rush aviation supplies from point to point when needed quickly, and will also carry mechanicians to any point where an airplane may have come to grief, or been forced to descend because of motor trouble.

If the present application of the motorcycles to auxiliary aviation service gives the results confidently expected, army officials will at once recommend the purchase of additional machines for similar work.

FOR COLORADO WARRIORS

Motorcycle Corps to Be Feature of National Guard Motor Equipment

DENVER, Colo., Dec. 30.—A bill will be introduced in the next session of the Colorado State Legislature, which opens on January 3, to provide complete motor equipment for the Colorado National Guard, which is now stationed on the Mexican border. One of the items the bill calls for is motorcycles for the establishment of a motorcycle corps.

The plan will be supported by Denver citizens and has met with favor on all sides. There is no doubt about the bill being passed, both by the House and Senate of the Legislature, when it comes up to be voted upon. The passing of the bill by the Colorado law-makers will be another strong boost for the motorcycle as a military adjunct in this part of the country.

DAVIS WINS WHEELING MID-WINTER RUN

Excelsior Sidecar Pilot Covers Course to Cumberland and Back in 13:38; Bier Second on Harley-Davidson; Only Two of Six Starters Finish Hard Grind

WHEELING, W. Va., Dec. 31.—Austin Davis, astride a Series 17 big valve Excelsior fitted with Pullman sidecar, won the second annual two-day mid-winter road contest of the Wheeling M. C. when he finished here today, having covered the course between Wheeling and Cumberland, Md., and back, in 13 hours and 38 minutes riding time. J. P. Wasmuth was Davis' sidecar passenger.

J. Landon Bier, with Louis Weimer as passenger, in a 1916 Harley-Davidson and a sidecar combination, took second place. The other four sidecar machines, which started in the contest at 9:30 o'clock last night; were forced to drop out owing to the snow-covered roads which made the going next to impossible.

First at Turning Point

Davis and Wasmuth, in the Excelsior combination, checked in at Cumberland at 4:45 on Sunday morning, having reached the turning point in seven hours and 15 minutes; seven minutes after them came the Harley-Davidson team. Arriving at the turning point the teams rested up for half an hour, the first one starting on the return trip at 5:25 a. m. The Excelsior combination checked back in Wheeling this morning at 11:48 a. m.

Bier and Weimer skidded ten miles out of Cumberland and smashed both of their lights, which forced them to lay over at Frostburg, Md., for a couple of hours until daybreak before they could proceed on the hazardous journey.

In speaking of the trip, Mr. Bier, who is president of the Wheeling Motorcycle Club, under whose auspices the event was held, said: "We left Wheeling at 9:30 o'clock amply supplied with warm blankets, thermos bottles filled with hot coffee and plenty of sandwiches. The conditions of the trip were such as to permit no time for sleeping or stopping to eat, and we were prepared to snatch a bite at any minute.

"We were highly elated over the condition of the roads when we left Wheeling. They were hard and we could make fast time. Upon reaching Washington, Pa., about 11 o'clock the elements began to work against us and from that time until the trip to Cumberland had been finished we rode in a blinding snowstorm."

Bier said that the riders in going over the mountains encountered many snowdrifts. "On part of them," he said, "there was a light crust, strong enough to bear up the weight of the machine and we would speed over it at a fast rate. One incident which we will plainly remember is what happened to Weimer. He was riding in a sidecar when we ran into a drift. Weimer was thrown almost seven feet in the air, but was uninjured. I was more fortunate and stayed with the machine.

Some Cold Night

"The night was the coldest for a motorcycle ride that I have ever known. It got so cold that our sandwiches were frozen to the boxes we carried them in and when we went to eat them they had to be thawed out over a fire which we prepared in the snow. Another time we had to fill our engine with oil. Opening the can we found it had been frozen solid. This, of course, meant another fire and more time lost.

"But considering all the hindrances we had on the trip we made comparatively good time, only 26 more minutes than the record of the last run, which I won."

The race was started from Wheeling by Mayor Kirk.

TRADE MEETINGS DURING AUTO SHOW WEEK

Three meetings of prime importance to the motorcycle trade are scheduled to occur at the Hotel Astor, New York, during the week of the Automobile Show, January 6-13.

The first is a meeting of the Motorcycle Show Committee over the luncheon table scheduled for 12:30 o'clock Tuesday, January 9.

The second is the annual meeting of the Board of Directors of the Motorcycle and Allied Trades Association to occur at 2:30 o'clock on Tuesday afternoon, January 9.

The third meeting is the annual meeting of the members of the Motorcycle and Allied Trades Association called for 12:30 o'clock on Wednesday afternoon, January 10, over the luncheon table.

EARLY CLOSING IN NEWARK

Four Dealers Agree to Close Nightly at 7 O'clock, Excepting Saturdays

NEWARK, N. J., Dec. 30.—The "Big Four," Walter Goerke, Indian; Carl W. Bush Co., Harley-Davidson; Haverford Cycle Co., Excelsior, and Wm. R. Spear, Thor, have signed an agreement to close their stores nightly at 7 p. m., except on Saturdays, from December 7 to March 15. Notices have been posted and cards sent out to the customers of each agency notifying them of the early closing hour, and the riders have taken kindly to the new order of things. Some of the other dealers in town are watching results with the idea of following suit.

PREST-O-LITE CAPITAL INCREASE

NEW YORK, Dec. 28.—Stockholders of the Prest-O-Lite Company of Indianapolis, Ind., met at the New York office of the company today and voted to increase the capital stock from 80,000 shares to 100,000 shares; the Prest-O-Lite stock has no par value. The increase is for the purpose of obtaining additional working capital.

COOK RETURNS TO COAST

SAN FRANCISCO, December 26.—C. E. Cook, manager of the B. F. Goodrich Rubber Co.'s branches on the Pacific Coast, returned December 20 from Akron, Ohio, where he attended the annual meeting of the branch managers at the factory.

Motorcycles
1

Motorcycles
5

Snapped on the Dresser-Edwards trip from Camp McAllen, Tex., to Albany. 1. A pair of cow-punchers met en route; 2. A sample road; 3. The new full army kit; 4. Some Oklahoma gumbo; 5. Same cow-punchers as above on "gas" ponies; 6. Medical inspection at Camp McAllen.

SPORT ON THE HIGHWAYS? YES, AND ON THE BYWAYS TOO!

Thos. H. Chew on Left and B. P. Tooker on Right, Pleasure Bent on a Couple of Thors on a Side Road in Massachusetts. Chew Is the Boston Thor Distributor

HENDERSON IN FRISCO

Popularity Induces Christmas Sales by Local Dealer

SAN FRANCISCO, December 26.—So popular is the Henderson motorcycle with a certain portion of the motorcycle buying public that at least one Henderson was sold in San Francisco Christmas Day. One of the employees of the Motorcycle Sales Co., having nothing special to do, went down to the store to sit around the fire and read.

The prospective motorcycle buyer wandered into the store and went out the satisfied owner of a Henderson.

Edward Loudencles, of the Motorcycle Sales Co., went to Pasadena Saturday to spend a few days with friends and relatives.

He will return after January 1.

LANG SELLS PRINTING COMPANY

CHICAGO, Ill.—C. H. Lang, the Harley-Davidson dealer, has sold a Harley-Davidson sidevan outfit to the Queen City Printing Ink Company.

According to J. F. Breit, of the Lang sales department, commercial and pleasure inquiries and orders for Harley-Davidson motorcycles are coming in fine, despite the fact that the weather is cold and snow is on the ground. "You would not think it was winter from the way we are doing business," he says.

CARLOAD OF "X'S" REACH FRISCO

SAN FRANCISCO, Cal., Dec. 28.—The first carload of 1917 Excelsiors is being unloaded today. Edwin F. Merry, coast distributor, reports that judging from advance sales another carload will have to be ordered right away.

THORS REACH FRISCO

First Carload Lot of 60 Creates Impression on Coast Trade

SAN FRANCISCO, Cal., Dec. 26.—The Thor factory branch, under the management of Z. Barton, is unpacking their first full carload of sixty 1917 machines this week. The new electrically-equipped Thor is making a decided impression on the trade. The machines are going fast and another carload is expected in within a few weeks. Manager Barton is spending the holidays in Los Angeles. He will return after the first of the year.

HE'S IN A HURRY

Speelmann, Bound for Holland, Wants to See Indian Off First

NEW YORK, Jan. 2.—C. J. Speelmann, Jr., from Sassenheim, Holland, dropped in on Baker, Murray & Imbrie today to see if Manager Webber, of the motorcycle and bicycle department, could not find some means of getting the 1917 Powerplus Indian, which he has bought from the concern, into Holland.

Red tape and much of it has interfered with the shipment of Speelmann's machine, and as he intends to leave for his home country within the next couple of days and wants to see his machine off first, he is pulling all the wires he possibly can to this end.

N. J. CLUB'S ANNUAL NEW YEAR RUN

Fifteen Hardy Travelers Make Trip to Freehold, Enjoy Roast Duck, Do Some Ice Stunts and Hop Back to Newark Without a Hitch

NEWARK, N. J., Jan. 1.—Fifteen members and friends participated in the New Jersey M. C.'s sixth annual New Year's ride to-day, to Freehold and return. The turnout was small because of the raw, penetrating weather, but those who went enjoyed the trip to perfection.

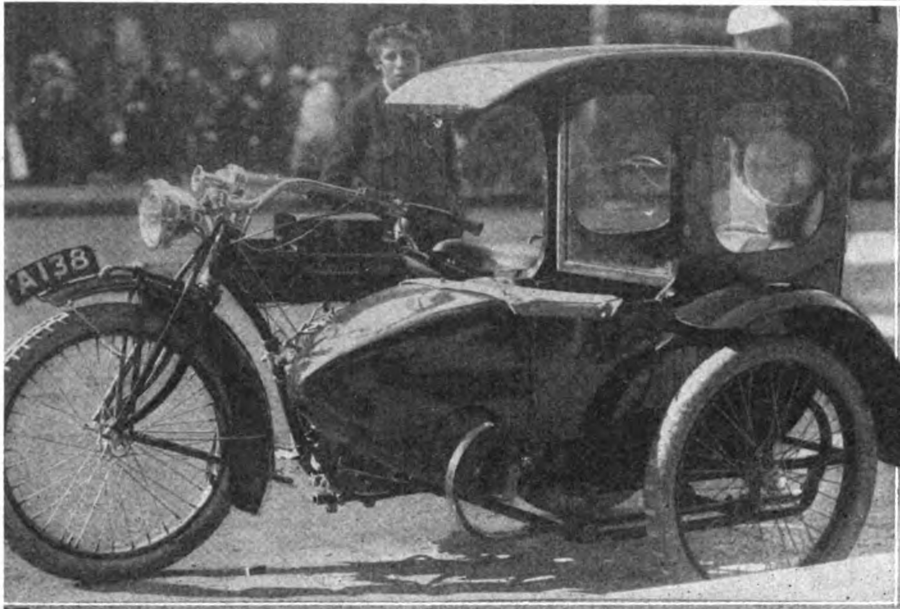
After waiting over an hour later than the scheduled time to start, the faithful fifteen "kicked 'er over" and beat it for Freehold, there being five sidecars, one solo and a "flivver" load. Harry Kunath was the only solo rider to brave the cold, while Fred Cordes loaded his Ford down with four friends and trailed along in great shape.

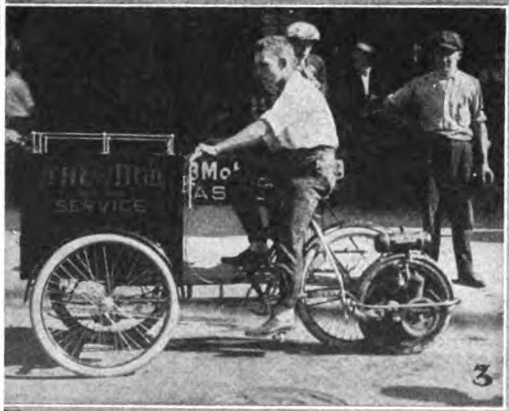
On the way down, the bunch saw two army aeroplanes droning along in the New York-Philadelphia air lane, bucking a cross wind high overhead, and the sight warmed them immediately; for the odds were that it was a good deal cooler up in the air than it was down with the rest of the Jerseyites on terra firma.

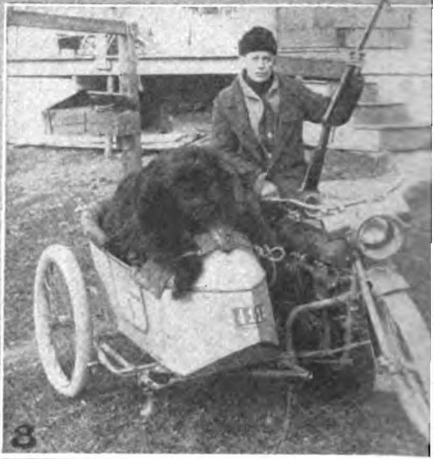
Down at the hotel in Freehold the dinner was roast duck—no, not duck in and duck out, either—and maybe we didn't punish it. Oh, boy!

Ready for Sixth Annual New Year's Ride of the N. J. M. C.

NEWSY EXPLOITS OF THE CAMERAMA







REEL 1, Scene 1—Here's a sidecar "taxi," which has been built by an ingenious citizen of Australia. The addition of a coach built body to an ordinary sidecar has resulted in an unusually comfortable, as well as eye-pleasing vehicle.

Scene 2—Showing a couple of Detroit anglers who have adapted the motorcycle as the most ready means of getting to the place where the "big ones" can be caught.

Scene 3—This shows how the Hub Clothing Store, of Madison, Wis., keeps its patrons satisfied. The bicycle forecar is fitted with a Smith Motor Wheel.

Scene 4—Here's the entire student body and also the faculty of a rural High School in western Nebraska. The faculty is the man on the end, and, having to travel miles and miles to and from the school house, he makes use of an Excelsior motorcycle, the rear wheel of which is shown just behind him.

Scene 5—One of the motor mechanics who helped to keep the motorcycle equipment in first class order at Camp Whitman, near Peekskill, N. Y., when the National Guard was in camp.

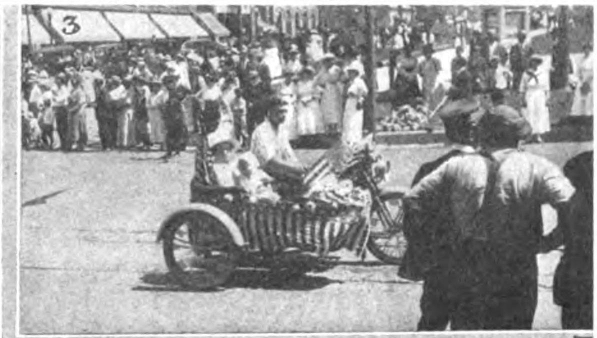
Scene 6—Jasper A. Sexton, of Buffalo, N. Y., who for the past five years has ridden a motorcycle in the interests of the United Photo Agency, of the Bison city. He makes between 80 and 90 calls a day, covering daily between 100 and 105 miles.

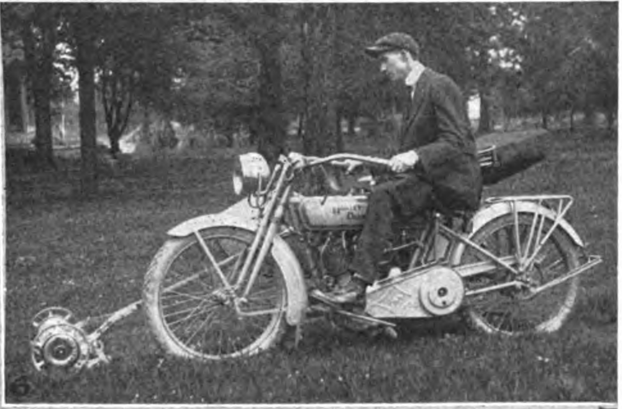
Scene 7—A line-up of members of the Washington Crossing M. C., of that little New Jersey city, before the new garage which the club has erected for their mutual benefit.

Scene 8—This is Frank Murray, of Wallingford, Vt., the sidecar passenger being a black bear which Murray landed in the Vermont woods with the aid of his motorcycle and sidecar combination.

Motorgraphs

PRESENTED IN TWO REELS ~ ~





REEL 2, Scene 1—The motorcycle is becoming more and more a sportsman's vehicle. Here are shown a couple of big game hunters of Reading, Pa., on their way to their favorite hunting grounds.

Scene 2—This is the sort of rider the fellows like to meet on the road. She is Mrs. Minnie Pitts, of Baltimore, Md.

Scene 3—In the recent preparedness parade at Madison, Wis., this decorated outfit, furnished by the Capital Cycle Co., made a decided hit.

Scene 4—Ed. Bary, who has been doing a bit of speed work in and around Great Bend, Kans., consents to pose for the cameraman.

Scene 5—When the duties are light at the El Paso encampment the motorcycle squad amuses itself with "Jitney," the soldier's mascot.

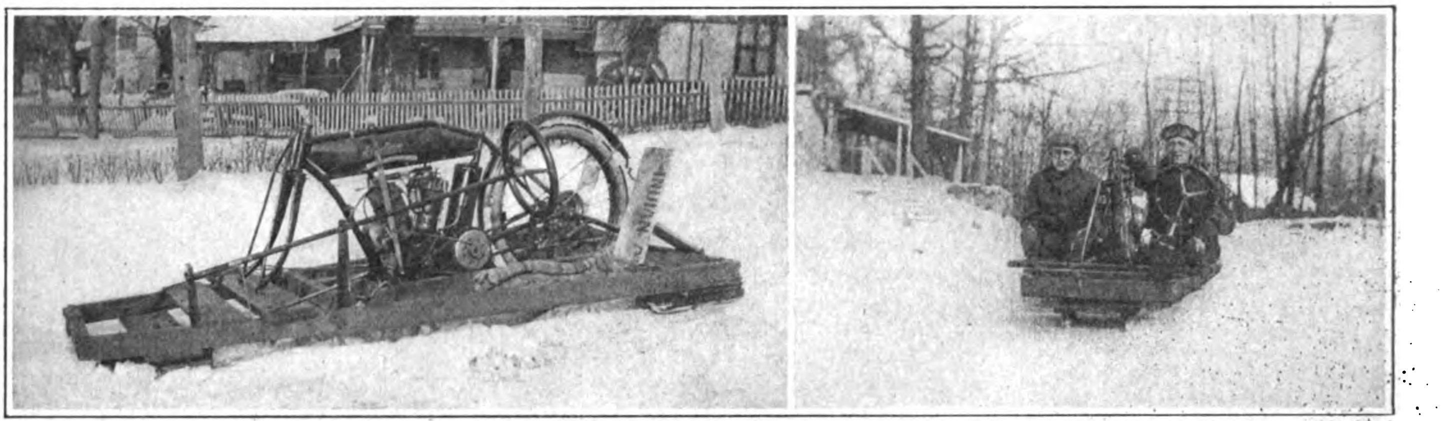
Scene 6—Just a suggestion for Mr. Commuter, who spends his time on Sunday mornings trimming the lawn. The idea is said to work fine on large lawns, but it can't be recommended for single lots where the turns are frequent.

Scene 7—Just another glimpse of Camp Whitman, near Peekskill, N. Y., where the motorcycles played an important part in the mobilization last summer.

Scene 8—Here's a visual record of another little hunting trip in which the motorcycle and sidecar played a most important part. The rider and huntsman is W. H. Keller, of Dillon, Mont.

Scene 9—This might be Memphis or New Orleans judging by the background, but it isn't. It was taken in front of the Chicago Coliseum during the recent motorcycle show, and depicts the interest which the Smith Flyer demonstration aroused with members of the younger generation.

JERSEYITE DEVELOPS NOVEL SCHEME TO INSURE TRACTION FOR MOTOR-SLED



DOVER, N. J.—Stewart Fritts, Jr., dealer in tires and supplies, is operating the motor-sled shown in the accompanying photographs with success, this being his fourth season with the outfit.

One of the interesting features of the Fritts sled is a steel driving band 3 inches wide and 2¼ inches smaller in circumference than the outside of the tire. This band is studded with ⅜-inch stove bolts one inch long, set in cross rows and filed to a taper edge. The steel band is placed over the deflated tire on the rear wheel, and the tire is then inflated, the result being that the band is held firmly on the tire and affords excellent traction over ice as well as snow. Fritts explains that this method of obtaining traction obviates the necessity for extra weight to give the driving wheel a grip.

Fritts has been building ice-boats for the past five years and has been uniformly successful in turning out comfortable and speedy outfits.

CHASE'S FIELD BROADENED

Will Manage Export, Ad and Research Departments for Mossberg

ATTLEBORO, Mass., Dec. 30.—Having returned once again to the fold of the Frank Mossberg Co., Frank T. Chase, who formerly was sales and advertising manager, will assume new duties of an even broader nature.

Arthur Harrop will handle the sales for the Mossberg Co., while Chase will assume charge of the export, advertising, and research departments, the latter being along the line of developing new products which the Mossberg folk will add to their already replete lines of tools.

SHADE PASSES AWAY

Popular Chicago Cycle Supply Man Dies After Operation

CHICAGO, Dec. 30.—The Chicago Cycle Supply Co. is sending out a little in memoriam notice announcing the death of Arthur R. Shade, one of the most popular and best known men on its sales staff.

Shade, who was a prominent figure at the Chicago show and who took an equally prominent part in the salesmen's convention which the Chicyco folk held immediately following the show, was taken down with appendicitis and passed away on December 12 following an operation.

Shade, who had been connected with the two wheeler industry for many years and who covered Ohio and parts of New York, Pennsylvania and West Virginia for the Chicago Cycle Supply Co., was 40 years old at the time of his death. As the Chicyco folk aptly put it in their little notice, he was a man of sterling character, possessed of the faculty of winning and holding the confidence and friendship of his customers. His death is a loss to the trade as well as to his employers.

OIL MEN'S CONFERENCE

Independent Association Will Consider Use of Kerosene at Washington

CHICAGO, Dec. 30.—The Independent Oil Men's Association will hold its second eastern conference session at the New Willard Hotel, Washington, D. C., January 23 and 24, 1917.

One of the suggestions to be considered at that time will be the increased use of kerosene in internal combustion engines. The motor trade should be interested and they are cordially invited to attend and take part in any discussions.

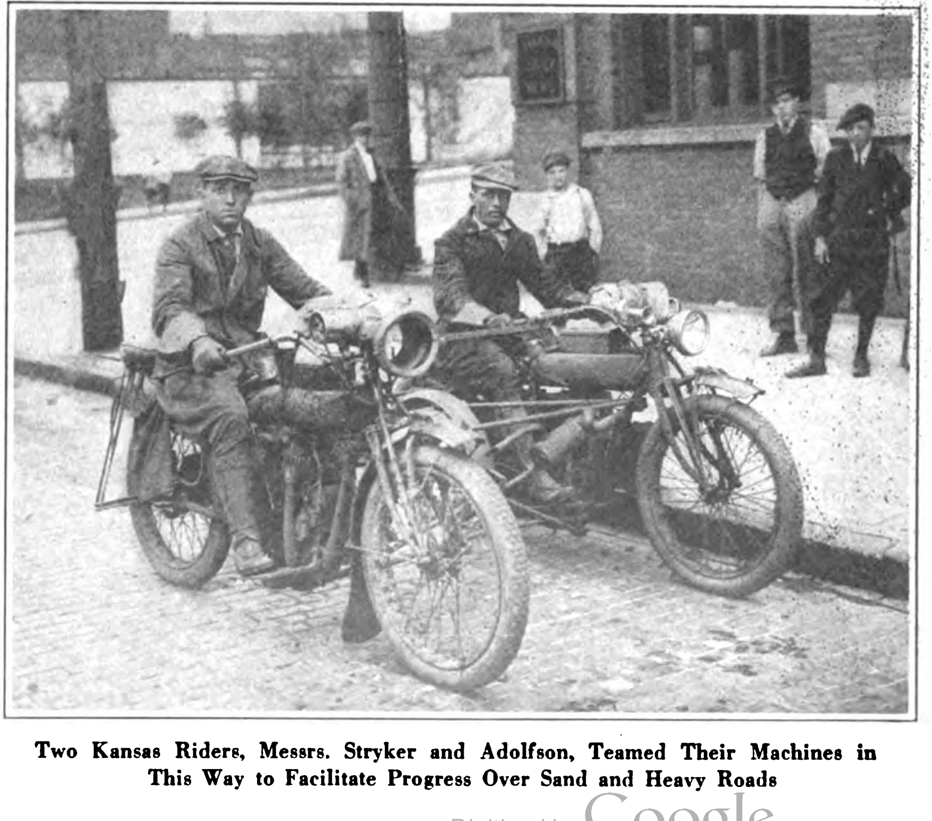
OF INTEREST TO EXPORTERS

Representatives of British House Here to Make Connections

NEW YORK, Jan. 2.—For the purpose of getting into even closer touch with the motorcycle and automobile accessory trade than that firm is at the present time and with a view also of forming connections with American manufacturers desirous of being represented in foreign markets, Messrs. Gordon, general manager, and Dunn, his assistant, from the house of Morris, Russell & Co., Ltd., London, are now on their way to this country and will arrive in time to attend the show.

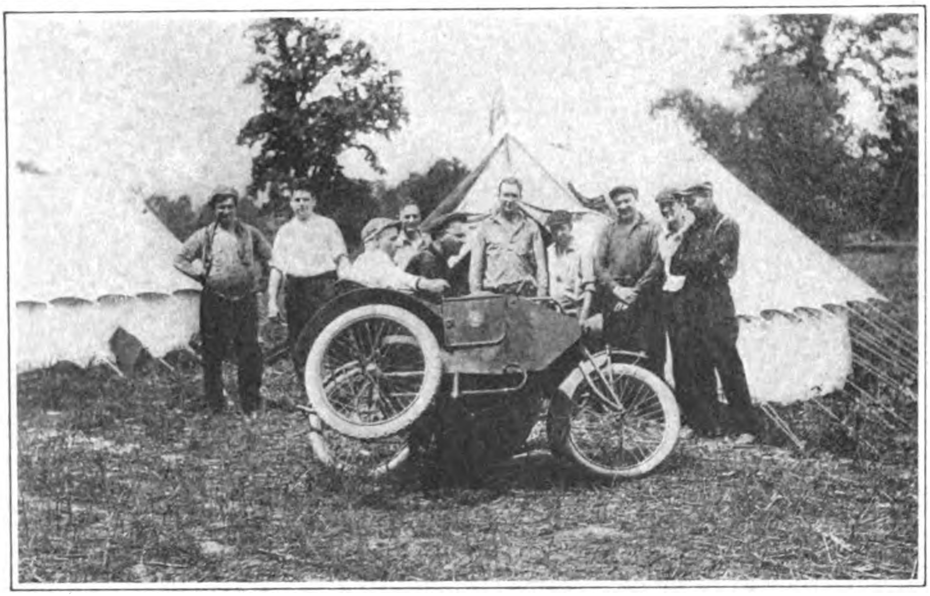
Messrs. Gordon and Dunn will stop at the Hotel Astor during their stay in America, and trade folks can reach them through the New York office, 17 State street.

HOOKED UP THEIR MOUNTS FOR ROUGH TRAVELING



Two Kansas Riders, Messrs. Stryker and Adolfson, Teamed Their Machines in This Way to Facilitate Progress Over Sand and Heavy Roads

"IS SHE STAUNCH?. WELL, WATCH HER," SAYS GERBER



Gerber Sells the Indian in Johnstown, Pa., and the Photo Shows Him Giving a Demonstration of Sidecar Stability for a Crowd of Campers

RHODE ISLAND LAWS IN EFFECT

Mass of Motor Vehicle Legislation Put Through During Year Becomes Effective January 1—Some of Changes

PROVIDENCE, R. I., Jan. 1.—Sweeping laws in the operation of motorcycles made last year became effective today. One of the laws, which heretofore has been a city ordinance, is that making it unlawful for a driver to pass a street car which has stopped for the purpose of taking on and discharging passengers, on the side which is set aside for this.

Other changes provide that each motorcycle with side car shall display two lights in front and one in the rear, and that these shall be kept lighted so long as the machine stands in the street.

The life of the registration of a machine under the law will become uniform. All issued during this year will expire Dec. 1.

It will be unlawful for a person under 16 years of age to operate a motorcycle.

Any person whose license has been revoked, neglects or refuses to surrender his license to the board shall be disqualified from receiving another license, except in the discretion of the board.

The law calling for number plates on front and rear does not become operative until Jan. 1, 1918. One plate is sufficient at the present time.

Another important feature of the law is that every driver who knowingly figures in an accident of any kind is required to give to any proper officer, "or person interested in demanding the same," the names and addresses of every occupant of his machine. He must also report the accident to the State board.

BELL REMODELING STORE

KANSAS CITY, Mo., Jan. 3.—W. Bell, agent for Cleveland and Pope motorcycles here, is busily engaged in remodelling his establishment at Fifteenth street and Troost avenue. A new parts storage room has been erected in the rear of the building, midway between the shop and the salesroom, and Bell is now proceeding with extensive changes in the shop itself.

FISK SALESMANAGER

Fred Ayres, Formerly in Charge of Districts, Will Direct Sales

CHICOPEE FALLS, Mass., Jan. 1.—Fred Ayres, who heretofore has been supervisor of districts for the Fisk Rubber Co., with headquarters in New York City, has been promoted to the post of sales manager for the company.

Ayres, who is one of the best known tire men in the East, entered Fisk employ in 1905 and rose to the post of Boston branch manager in 1909. Five years later, when the sales organization was divided into districts he was placed in charge of the division embracing all of the branches in New England and New York State east of Buffalo, and only last July was placed in charge of all of the divisions. His promotion to the head of the Fisk sales organization is in keeping with the Fisk policy of richly rewarding those who have grown up with the organization.

FOR TELEPHONE SERVICE

Southwestern Telephone Co. Takes Harley-Davidson Electric Model

FORT WORTH, Tex., Dec. 30.—The Southwestern Telephone Company has purchased from the J. W. Cook Motorcycle Company a new twin three-speed electrically equipped Harley-Davidson for use of its trouble man.

The telephone company reports that the Harley-Davidson machine has been found most satisfactory for the use to which it is put.

BANS USE OF COPPER

British Minister of Munitions Promulgates Measure to Conserve Supply

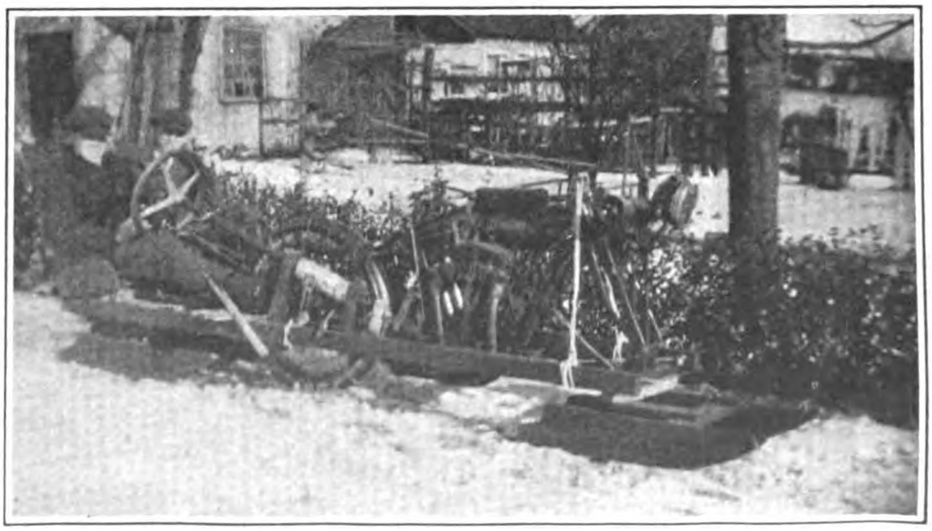
LONDON, England.—The Minister of Munitions has placed another handicap in the path of the British two-wheeler builder by prohibiting the use or sale of copper in any form except for the purpose of carrying out a contract in writing existing prior to the day of the prohibitory order.

In addition, firms with a stock of copper on hand for future delivery exceeding two tons must make a report to the Director of Materials. In special instances permission to purchase and use copper can be obtained from the Minister of Munitions.

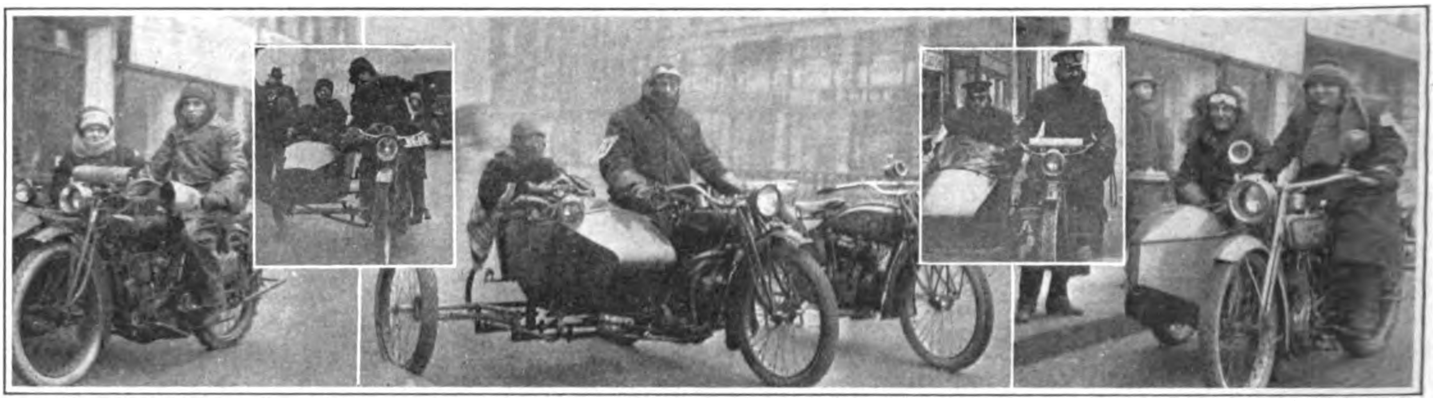
HEAVY GASOLINE IMPORTS

LONDON, Eng.—Official reports show that no less than 18,004,011 gallons of motor fuel were imported during the past month; the total for the year is in excess of 157,000,000 gallons.

THIS MOTOR-BOBBER FOLLOWED OUR SLED DESIGN



C. W. Anderson, of Hartford, Conn., at the Wheel of a Power-Sled Which He Built According to Instructions Given in Motorcycle Illustrated



Left—"Wally" and Mrs. Stuart, Indian. Insert—George Barnes, Who Made Third Best Score on Harley-Davidson Sidecar. Center—Calvin R. Webber, the Winner, on Indian, with Miss Augusta Van Buren, His Passenger. Insert—Art Chapple and Art Atchinson, Indian. Right—Mrs. Max Moore, the Only Lady Pilot Who Finished, on Harley-Davidson Sidecar

WEBBER PROVES BEST OF 30 "MIDNIGHT RIDERS"

(Continued from page 7)

of one-armed paper hangers keeping the riders from blocking the traffic and seeing to it that the crowds of New Year's eve revelers that thronged the "great white way" and which threatened to gum things up entirely by crowding dozens deep around the collection of glistening two-wheelers were kept on the move.

'Twas a hopeless task, however, for the interest ran high in Ellis's event and the crowds were so thick at the start that **Motor Cycle Illustrated's** staff photographer, although he made two attempts to flashlight the lineup at the start, could not keep the crowd far enough back to get his lens to cover more than one machine at a time. All of which goes to prove that there is not the slightest lack of motorcycle interest—it simply needs a self-sacrificing Ellis or two here and there with deep-seated interest in the sport to get out and start something—that's all.

Dieterich First Out

The first man, Joe Dieterich, on a Series 17 Excelsior with Pullman sidecar and Fred Devlin as passenger, got under way at exactly 12.01, and the remaining 29, clad in furs and "macs" and other warmth preservers so that they resembled Esquimaux more than anything else, followed at one-minute intervals.

While there were many female passengers in the sidecars, only one girlie dared the rigors of the chilly night astride a machine. She was Mrs. Max Moore, who piloted a 1916 Harley-Davidson sidecar outfit with her husband as passenger and the crowd gave a rousing cheer as she dropped in her clutch and started gayly up Broadway. And Mrs. Moore proved that she was there as strong with the riding ability as she was with the gameness, for she finished this morning with a medal score of 944 points and a consistency rating of 938.

Some Military "Class"

Arthur Chapple, of the Motor Battery of the 22nd Engineers, with Arthur Atchinson as sidecar passenger in one of the Indian sidecar outfits with which the battery is equipped, both contestants clad in the full regalia of their battery, likewise came in for cheers from the crowd as they started off in characteristic "Chapplesque" style. The pair looked as if they had just stepped out of a military band box and were a credit to the sport as well as to the Guard.

With full expectancy of finding the first secret control established way up in the "rough stuff" past Peekskill, the riders to a man—yes, and even to the girl—twisted their throttle grips and made time while the making was good. What they did to that 20-mile an hour schedule that Ellis had established was a crime.

All Caught Early

And that's how so many of them came to grief on their consistency scores for at Ardsley, scarcely half way to Peekskill, and before the first known checking station at Ossining had been reached, they encountered the dreaded "mysterious checker" and were all caught early. That is, all save Cal Webber, who having gathered a little chill—not around the feet, that's a cinch—stopped home for his leather jacket, and thereby lost enough time to bring him in to the secret control almost on the dot.

All of the contestants managed to reach Ossining, the first check, without difficulty, and all save a couple were successful in making Peekskill. From there on, however, the deep hard frozen snow banks and the hills glazed over with sheer sheets of thick ice which defied unchained and chained tires alike to obtain traction, proved the stumbling block that weeded out the weaker ones.

One of the interesting points of the tale of this midnight grind is the fact that quite several of the riders, having reached Peekskill with little or no trouble, finding the roads in tip top shape, figured that the balance of the journey would be equally easy, and stopped off to get a bite and a bit of warmth. And that accounts for the lateness that was general at the Poughekeepsie control, for with the really trying conditions imposed by the ice above Peekskill it was in most places scarcely possible to make more than ten miles an hour and absolutely impossible to make up for the time lost in loitering at Peekskill.

Some Real Sportsmanship

Even with the sidecar machines it was difficult to keep upright on the slippery road surface while the solo riders encountered skid after skid and fall after fall. The only one hurt, however, was F. B. Bristol on a 1917 solo Indian, who skidded and hurt his leg, although not seriously.

Which calls for mention of the sacrifice on the part of B. M. Walker, who had entered with a 1914 Excelsior carrying a tandem passenger. Seeing Bristol fall and realizing that he was hurt too badly to run his machine, Walker put him on a train for home and, relinquishing all chance of scoring, he turned over his Excelsior to his tandem passenger and piloted Bristol's ma-

The Crowd at the Start Was So Inquisitive That This Was the Only "Flash" the Photo Man Could Get. It Shows Art Chapple and Art Atchinson Starting Out chine back to town for him. That's real red blooded sportsmanship, itself deserving of a medal.

Arrived at Poughkeepsie, where, as was said before, a fair proportion of the 19 contestants who managed to reach that turning point checked in late, the riders had two hours to wait before starting out again on the return journey. Those two hours were spent in sipping hot coffee and devouring sandwiches provided by the Von der Linden Sporting Goods Co., Indian dealers, who managed the control and who had their whole force out to help the riders.

Likewise, at Ossining, Beecroft Bros., also Indian dealers, who managed the quarter-way checking station, supplied hot coffee, sandwiches and other comforts to the cold and tired riders.

Even as the riders had been misled on the up journey into believing that the checking station was where it was not, so on the down trip the checkers caught them napping. No one ever expected to find the second secret control anywheres near where the first one had been established; but the wily mysterious checkers had shifted it only about a mile and by their antics they caught most of the riders late.

When dawn broke, and the secret control had been passed, the throttles were again opened and Art Chapple proved that selling bicycles and breaking camp have not interfered, with his speeding abilities by leading the bunch home to Columbus Circle, where he arrived in time to gather a bite of breakfast before checking in. All of the riders who had managed to reach Poughkeepsie checked back into New York with the exception of "Babe" Buttlar, who with Tom Sixsmith in an Indian sidecar machine, encountered some sort of trouble which caused a halt.

As for the equipment, which, by the way, placed an important part in the contest, Webber's machine was fitted with Splitdorf magdynamo, Witherbee batteries, Bethlehem plugs, Duckworth chains, Blue Streak tires and Mesinger Air Cushion saddle Macdonald's Harley-Davidson was fitted with Remy electric lighting and ignition dynamo, Exide batteries, Champion plugs, Blue Streak tires, Troxel saddle and Duckworth chains. Veazey's Indian was fitted with Dixie magneto, Mesinger saddle, Benton plugs, Duckworth chain and United States tires.

Stuart Thawed These Notes Out of the Ice

Felt like my old Indian had a reverse gear when I felt her slide backwards down the hill a couple of times. That little trick happened on several of the turns in the hilly country.

The run was held over perfect state roads—but you had to dig through 15 inches of ice to find them.

How would you like to ride a rut 120 miles long, from five to 15 inches deep, ice banked on each side? That's what the solo riders were up against, and believe me, they deserve credit.

It was cold all along the line, but on the level we found little old New York the coldest spot of all. Lots of middle westerners will agree with this.

Perhaps it just seemed that way. Had plenty to do to keep us busy on the country roads, you know, and that keeps one warmed up.

Every once in a while you would find yourself in someone's front yard. Everything was white up through the country and it was hard to tell the road from the rest of the map.

That hot coffee and those sandwiches which they had for us at Ossining and at Poughkeepsie just hit the spot.

The extension sidecar axle was just one of the reasons why Webber won. He extended it at Poughkeepsie, and was on easy street all the way back, while we narrow gage fellows skidded all around. Me for the extension in the future.

Just about every other rider in the contest ran out of gas about 3 a. m. Hat's off to Lewin on the Henderson, who gave away three gallons he carried in extra cans, and to other obliging contenders who helped out the stranded ones from their own scarce supplies.

The city of Yonkers, where Promoter Ellis hails from, held a safe and sober New Year's eve celebration. Everybody turned out to see the endurance riders speed through the town and cheer them on.

All the entrants believed in that "preparedness" stuff. Everything from the parlor rug to the door mat was pressed into service as riding togs—but most of them managed to keep warm.

One lad had everyone in his family contribute something toward his comfort. He donned all his own clothes, then added his mother's scarf, big brother's ear cap, father's oilskins and boots, a pair of bags on each leg, and three pairs of gloves. We smiled at the start—his turn came at the finish.

Been in several endurance runs, but that "Midnight Frolic" has them all backed off the boards. And Shelton Sturges, who did the Worcester 24-hour mid the drizzle, will back me up in this.

Lewin lost his Presto tank and thought he was through. But along came a fellow with a good searchlight and discovered the missing gas works and a few minutes later the Henderson was purring merrily on its way again.

The first four riders to finish were members of the Crotona M. C. That club entered 11 riders. Let us remember that when they stage their endurance next season.

There are 16 prizes in all. The two known prizes are a Harley-Davidson cup and a gold watch offered by the Indian folk. The other 14 are in the form of sealed orders not to be opened until the winners have made their selection.

The donors of the sealed prizes are: Thor, Cygnet Rearcar, J. D. Specialty Co., U. S. Tire Co., Rogers, Corbin, Splitdorf, Motor-Cycling, Goodyear, Baker, Murray & Imbrie, Stoll, Hawthorne, Badger and Motorcycle Illustrated.

Webber will get first choice; MacDonald next. Then the other riders will come according to their medal scores, until the prize list is exhausted.

Webber and MacDonald earned gold medals; those with scores better than 950 will receive silver medals and all of the others, whether they finished or not, will get bronze medals.

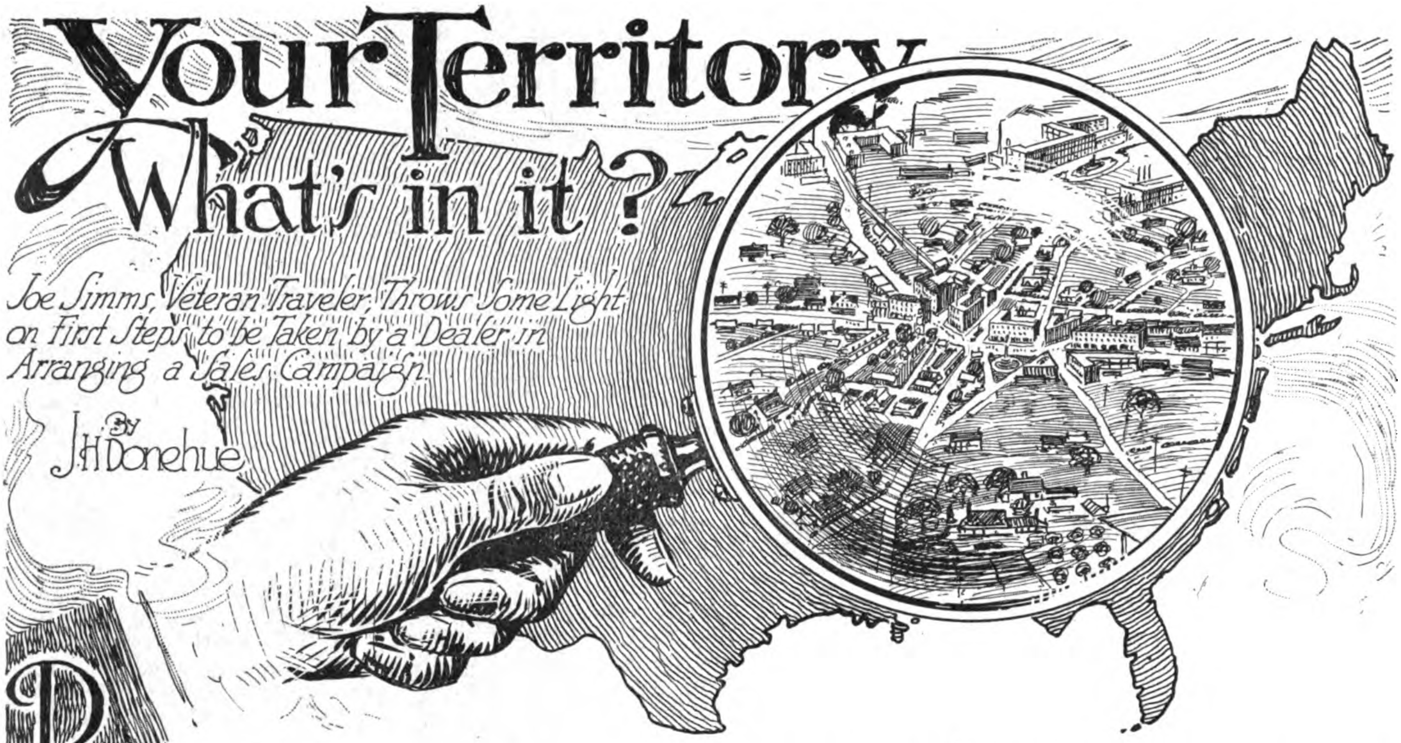
HOW THE "MIDNIGHT RUN" FINISHERS FARED

	Scores	
	Medal	Consistency
Calvin R. Webber, Indian sidecar	1,000	989
Miss Augusta Van Buren, passenger	1,000	989
E. C. MacDonald, Harley-Davidson sidecar	1,000	984
Edward Schrader, passenger	1,000	984
George Barnes, Harley-Davidson	998	962
Irving Lewin, Henderson Flxible sidecar	991	967
Henry King, passenger	991	967
Julius Stern, Indian sidevan	990	976
Fred Nessen, Indian sidecar	988	981
C. A. Carlsten, Reading-Standard Rogers sidecar	982	956
George Burns, passenger	982	956
Wallace Stuart, Indian sidecar	982	977
Arthur Chapple, Indian sidecar	982	950
Richard Veazey, Indian solo	974	950
Harry Heldt, Indian sidecar	973	929
H. Smith, passenger	973	929
Engene Stern, Indian sidevan	969	959
Shelton Sturges, Indian solo	967	939
Charles Drude, Henderson Flxible sidecar	960	946
Otto Rosenburg, passenger	960	946
A. Steinfeldt, Reading-Standard Rogers sidecar	956	926
Charles Dryer, passenger	956	926
J. Janoshek, Reading-Standard Rogers sidecar	945	927
Chas. Ahrens, passenger	945	927
Mrs. Max Moore, Harley-Davidson sidecar	944	938
R. Pink, Reading-Standard Rogers sidecar	943	929

Your Territory What's in it?

Joe Simms, Veteran Traveler, Throws Some Light on First Steps to be Taken by a Dealer in Arranging a Sales Campaign

By J. H. Donehue



PETER B. SAUNDERS, dealer in motorcycles, accessories and sporting goods in one of Ohio's small but progressive cities, looked up with a frown from his paper-littered desk at the back of his salesroom and closed his daybook with a miniature thunderclap as the front door swung open to admit a visitor. Saunders was tired, crestfallen, and above all, puzzled—and his mood was reflected in every movement as he pushed his chair back, with a squeaky wail of the rollers, and started to rise.

"Don't bother,—sit tight," called out the newcomer in a resonant, almost boyish, voice as he strode down the salesroom, dropped his grip and extended his hand. "You're tired, and besides I didn't come in to buy. Missed a train, took a stroll, saw your sign, thought I wasn't acquainted with you and just dropped in to say 'Howdy.'"

"Simms—Front Handle, Joe"

Saunders put out his hand with a half-questioning smile. "Glad to meet you."

"That goes double," boomed the visitor. "My name's Simms—front handle, Joe. Been hitting the trade circuits so long that I just can't pass a motorcycle store without stopping for a little chin-chin. Never noticed your place before. Must have opened up within a year."

"Been here ten months," said Saunders.

"Thought so," continued Joe Simms smilingly. "I know nearly all the boys in the game, and like 'em. Traveling for the Pathfinder motorcycle now, but I've sold bicycles in my day and also talked accessories up one side of this country and down the other. I like the game. It's big now, and getting bigger. Smoke?"

Saunders accepted a bulbous perfecto. As Simms selected one for himself, he dropped into a chair at the corner of the desk.

"How're tricks?" came from behind the cloud of smoke that temporarily obscured the Simms smile. "Business O. K., or only hitting on one cylinder? Which is it?"

Saunders States His Case

Somewhat jarred by this sudden reference to the all-important matter which had been causing him sleepless nights of late, and both surprised and pleased by the unmistakable sincerity of the stranger's tone, Saunders studied the ash of his cigar a long moment before replying. Simms eyed him intently and waited.

"It's part of my policy not to burden callers with a lot of weepy complaints about business," said Saunders finally, "but now that you've taken the trouble to inquire I don't mind saying that the outlook is rather blue. There's nothing doing. Can't seem to get ahead. Things looked pretty bright for a while,—say, about the first four or five months. I sold five motorcycles, two sidecars and a fair bunch of accessories, and then ran into a calm. Of late I've spent most of my time wondering where I'm at."

ANOTHER ONE JAN. 18

The second sales article for dealers in the Joe Simms series will appear in the January 18 number.

Joe Simms elevated his eyebrows and emitted a low, smoky whistle; but that was all.

"I treat the boys right, advertise in the local newspapers pretty regularly and keep a well-stocked shop," continued Saunders, "but it's quiet—very quiet."

"What have you got in your territory," asked Simms with a noticeable quickening of interest.

"Only the city and suburbs."

The Matter of Territory

"Yes, but I don't think you get me; I mean what is there for you—as a motorcycle dealer, in this city and its suburbs? How do they shape up on the sales map?"

"I don't think I understand yet what you are driving at," answered Saunders. "I'm at liberty to sell in the city and surrounding districts,—and I suppose there's about as much in this territory for me as there is in the same area for a dealer in any other city. We have 18,000 people here. I try to interest them in the motorcycle, that's all."

A Common Oversight

"Never got down to brass tacks and analyzed your territory, eh?" continued the irrepressible Simms. "Well, that's bad: but don't feel too sore about it, for you're only one of hundreds. Most dealers simply regard their territory as a vague bunch of houses, stores and people, and then take a general shot at the whole works with the hope of hitting something. When they do that, they're always fixing for trouble."

"I'm not strong on this efficiency stuff," admitted Saunders, "but I figure that I'm doing about as much with this territory as anybody could do. I plug day and night and—"

"And never start a thing," broke in Simms. "I know just about what you're up against. You're trying to sell motorcycles to a bunch of houses, stores and people, as I remarked a moment ago, without ever getting at the big point of how much buying power those houses, stores and people represent,—and just where that buying power can be located. You're shadow boxing, instead of sending home strong, straight-arm punches at something that's there, something you can hit. And you've been swinging so hard and so long that you're just about winded. Am I right?"

Non-Productive Generalizing

Saunders nodded affirmatively. "I never sized it up in that way," he admitted, "but you seem to have the situation pretty well doped out."

"Thought so," exploded Joe Simms smokily." When a new, or comparatively new, dealer finds himself becalmed after a few months of fairly brisk business, or when an old-timer suddenly decides that his town is a poor field for motorcycles, I usually discover that he has failed to analyze his territory. He's taking a general shot at his sales area without bothering to learn what kind of a campaign is called for by the specific conditions existing in that area. I reckon that's where you've slipped up."

"It sounds all-fired complicated to talk of analyzing territory," continued the veteran traveler, "but when you strip it of all the fancy language the proposition is really a simple one. By way of proving that the operation is almost as easy as it is important, suppose we get together on this territory of yours for a few minutes and see how it shapes up, eh?"

Joe Simms, Booster

A Get-Together Session

Saunders was plainly unimpressed, but he had reached the stage where he was "ready to try anything once." "I'm afraid you're wasting a lot of first-class enthusiasm on a city that has simply decided not to buy motorcycles," he remarked, "but if you can spare the time I'll be glad to listen. I have my own ideas about this game, but I'm willing to learn."

"That's the talk!" boomed Joe Simms, his characteristic smile once more wreatheing his cigar butt. "Let's take it for granted that we've known each other for years, and that it's my duty to pass out my experience, just as it's your duty to profit by it. Is that O. K.?"

Without waiting for a reply the trade scout hitched his chair around, pulled out the writing slab of the desk, unmuzzled his fountain pen and reached for a sheet of paper.

Locating the Buying Power

"Motorcycle business in any piece of territory," he went on, "is governed by certain pretty well defined conditions. Some of those conditions are favorable to the dealer, and those he must cultivate day and night. Other conditions will be found to hamper him more or less, and those he must always take into account, and, as far as possible, correct.

"The first thing for every dealer to do is line up the conditions existing in his city—so that he can tell what there is to sell to until he knows what he is trying to sell to, it's a double-barreled, lead-pipe, blown-in-the-bottle cinch that he won't do much selling. A little surface business may drift in, as it did in your case, but when that falls off the dealer is slam-bang up against it, unless he has figured out how and where he can put his hand on more buying power. Get me?"

"You mean that the dealer ought to know whether his biggest opportunities can be cashed in through playing up touring interest, commercial sales, factory transportation service, clubs or competition,—or a combination of the whole bunch—is that it?"

"I see you're there with the noodle, when you give it a chance to work," complimented Simms. "Yes, you've stated the idea almost exactly. Funny you never took time to go at it before."

"I did think of it now and then," explained Saunders, "but I didn't suppose a motorcycle dealer was expected to go in for that sort of thing. Probably I've been basing my policy on a lot of old school stuff that's out of date in these days of keen competition."

"A motorcycle dealer is expected to go in for anything that will help him to sell motorcycles," argued Joe Simms, "no matter whether the idea involved is old or new. If a plan will help to sell machines it's a good thing for any dealer, whether it was worked out by Noah on the ark or developed by an up-to-the-minute, $50,000 a year efficiency expert.

"And one of the surest bets you'll ever hear of," asserted the traveler as he shook the ink down into the nib of his pen, "is that neither Noah nor the $50,000 a year efficiency expert could do much with a sales proposition until he had carefully sized up his market. Now, I'm going to jot down a few points that you and every other motorcycle dealer ought to consider in studying his territory, based on my experience with the boys, and when I'm through you can look 'em over and see how they affect your case."

Joe Simms threw his soft hat on top of the desk and lighted a fresh cigar. Then for a considerable period the only sound was the scratching of his pen. Finally he straightened up, ran his eyes hurriedly over what he had written and then passed the sheet to Saunders. There were lines crossed out and rewritten, and some crossed out a second time and rewritten, but Saunders was able to decipher it without assistance. This is what he found:

POINTS TO CONSIDER IN ADAPTING A SALES CAMPAIGN TO YOUR TERRITORY

(a) The potential buying capacity of the town, as applied to motorcycles; that is, the number of persons, roughly estimated, who are so situated as to be at least approachable by a motorcycle agent.

(b) The number of factories in or near the town, their character and their locations, with reference to the bulk of population.

(c) The average wage of the workers in these factories, the working hours and the system of payment—weekly, fortnightly or monthly.

(d) Transportation facilities to neighboring cities and towns.

(e) The condition of roads throughout the surrounding country.

(f) The number of other motorcycle dealers operating in the district and the scope of their business.

(g) The commercial and general utility situation, as affecting not only retail merchants but all corporations, firms and individuals to whose interests the motorcycle can be adapted.

(h) The attitude of the community relative to sports in general, and the stand taken by the authorities, as reflected in local ordinances.

(i) The strength of the club, or fraternal, spirit among the young men of the town.

(Continued on page 22)

EDITORIAL

By J. Leo Sauer

DURING the year 1914, Great Britain exported 20,877 motorcycles, valued at nearly $5,000,000, or, to be absolutely accurate, £958,473.

In 1915, British exports were practically cut in half, dropping down to 10,927, valued at less than two and one-half million dollars.

The 1916 figures are not yet available, but from all accounts, British motorcycle exports will be shown to be practically negligible.

BIG FIELD TO BE SUPPLIED

Now, of the more than 20,000 machines which British manufacturers exported in 1914, which was the banner year, approximately 4,000 were sent to the countries now at war, and only a few hundred to the United States. Therefore, even assuming, which is not quite so, there is no market among the belligerents, our manufacturers are exclusively depended upon to supply the demand for the remaining 16,000, aside from the quantities which this country exported itself in 1914. Therefore, a very conservative estimate discloses the interesting fact that the present foreign demand for American-made motorcycles should exceed 20,000 annually, worth at the shipping ports here about five million dollars. The accuracy of this estimate will be apparent by reference to the following table, showing the number of motorcycles exported by British manufacturers during the years 1911, 1912, 1913, 1914 and 1915, respectively, and indicating, through comparison of the 1914 and 1915 British exports, the markets which would most quickly respond to an American drive:

	1911.	1912.	1913.	1914.	1915.
Russia	63	91	214	3,597	1,043
Netherlands	138	172	563	941	666
Belgium	62	149	651	775	...
France	66	235	580	1,037	1,240
Italy	219	730	1,781	2,811	481
Other Non-British Countries	478	1,022	1,759	1,892	1,206
Cape of Good Hope	562	1,299	1,661	949	453
Natal	134	485	539	505	243
Transvaal	756	1,127	1,179	748	441
British India	439	876	1,182	1,143	880
Australia	1,468	2,600	2,646	2,826	1,727
New Zealand	2,122	3,094	2,626	2,389	1,852
Other British Possessions	843	1,175	1,469	1,264	695
Total	7,350	13,055	16,850	20,877	10,927

THE 1917 EXPORT OUTLOOK

Now, while we fully realize that the demand in many of these countries has been adversely affected by the war, we believe that our improved opportunities in other countries—those of South America, for example—counterbalance that condition, for which reason we hold that there will be an export market in 1917 for American motor-driven two-wheelers to the number of between 20,000 and 25,000, and worth, with parts and accessories, something like six or seven million dollars.

Europe's horrible cataclysm is our opportunity, and while we all hope for the termination of the war this year, the fact remains that its conclusion will not be brought any nearer through our failure to make the most of our export opportunities, which are hardly likely to be as attractive ever again as they will be during the next twelve or eighteen months.

A few of the American manufacturers are doing a good export business, but we feel certain that the trade which is now being done in foreign countries can be doubled, and that there is enough export business to be had to make it worth while for every American motorcycle manufacturer to go after it, and after it hard.

It is a fact well known to large exporters that in nearly every respect it is no more difficult, and in others considerably easier, to market American-made goods in distant foreign countries than right here in the United States. In the first place, the usual terms are cash against bills of lading at the port of shipment. Of course, that's an important consideration. Then, again, the foreign buyer is, as a rule, a good business man, broad-gauged and of more than the average liberality in his dealings. Most of our manufacturers, having had a wide experience in exporting know this to be true, and we doubt whether you could induce any one of them to give up his export trade for assured domestic business of equal value. That's the best possible answer to any objections which may be advanced against export trade.

A 100 PER CENT INCREASE POSSIBLE

The present export situation, as it affects the sale of motorcycles, and inasmuch as it offers a ready opportunity to increase by at least 100 per cent the amount of business which our manufacturers are now doing in foreign countries, is certainly deserving of their closest study. We recommend, at the outset, a thorough analysis of the comparative figures published above, following which inquiries should be made in the countries in which, while not directly affected by the war, there has been a big falling off in imports from British manufacturers. And then, too, there has been a practical stoppage of French exports, and a complete cessation of the foreign business formerly done by such countries as Germany and Belgium. The proposed investigation will reveal to what extent the difference between British motorcycle exports in 1914 and 1916 represents American opportunity. And we believe that this opportunity will be found to be tremendously large and otherwise extremely attractive.

TEN FINISH SEATTLE MUDFEST

All Starters Complete 180-Mile Course Around Lake Washington Despite Rain and Heavy Roads, and Only One Entrant Is Penalized; Steinhart, on Indian, First to Check Out

SEATTLE, Wash., Jan. 1.—By Telegraph.—Ploughing through mud that reached at times almost to the hub of his machine, Walter A. Steinhart, astride an Indian, finished the 180-mile course of the Seattle M. C. reliability contest today in 3 hours, 20 minutes and was awarded first place. Ed. Moore, mounting a Harley-Davidson, was in second position and "Red" Baldwin, also on a Harley-Davidson, finished third.

A feature of the contest was the performance given by Oscar Schott, who with his wife as passenger in a Harley-Davidson sidecar combination, finished perfect.

Notwithstanding the muddy condition of the roads, only one penalty was imposed upon the ten riders who started. W. C. Weaver was set back eight points because he assisted another contestant in violation of the rules. In view of the fact that there were no other penalties the judges were obliged to award the places according to the finishing times of the riders.

The 180-mile course was laid out in two laps around Lake Washington, the sixth largest fresh water body in America. The riders encountered almost every imaginable kind of roads, from brick and macadam to newly beaten animal paths. A heavy rain which began about midnight December 30, left the route in poor condition, the participants in the run declaring that they had never seen worse roads.

The lineup of contestants: W. A. Steinhart, Indian; Lester Beldon, Harley-Davidson; Ed. Moore, Harley-Davidson; "Red" Baldwin, Harley-Davidson; Oscar Schott, Harley-Davidson sidecar combination; Jack Lambert, Harley-Davidson; R. C. Steele, Indian; W. Steele, Indian; W. C. Weaver, Indian; Jack Meagher, Thor.

Prizes of cash and merchandise were awarded to the riders who finished in the first division, and at an early date all the contestants will be invited to attend a banquet as guests of the Seattle Motorcycle Club.

GODFREY, BRITISH MOTORCYCLIST, DEAD

Best Known of English Motorcycle Speed Stars and an Indian Rider Meets Doom in Aviation Service—Trade and Sport Exploits

LONDON, England.—British motorcycle folks have just learned of the death, on September 23 last, of Secretary-Lieutenant O. C. Godfrey, R. F. C. Godfrey was one of the best known of the British sport riders and his demise is a distinct loss to British motorcycledom.

When the war opened Godfrey joined the Royal Flying Corps and his nerve and light weight rendered him a particularly efficient pilot. It was reported on September 23 that Godfrey's machine had been brought down behind the German lines by an anti-aircraft shell, but it was seen to descend right side up and it was thought at that time that the pilot had escaped. After the previous hopeful message, the news of Godfrey's death either through the impact or by the German fire—it is not known which did the damage—came as a distinct shock to his many friends.

Godfrey, who was born in 1887 and who had been connected with the motorcycle both in business and pleasure since its earliest days, had built up a reputation for himself that was untouched by any other racing motorcyclist in the "tight little isles." Way back in 1904 he entered competition on Werner machines and his constant success won him an engagement with the Rex Motorcycle Co., of Birmingham.

Upon the liquidation of the Werner Co., Godfrey joined the Rex concern as a prominent member of the sales staff, and on the five-horsepower twins of Rex make he was practically unbeaten at the prominent hill climbs.

In 1909 Godfrey became successfully associated with the Indian machine which was then making its bow to the British market. In the following year, riding on both single and twin machines, he broke several British track records, while in the subsequent Tourist Trophy contest he was successful in winning the senior event on a five horsepower twin Indian. In 1912 he won the French Grand Prix finishing a full 15 minutes ahead of the second man, and in the last Tourist Trophy of 1914 he tied for second place, losing the premier position by only a few seconds.

NEW STORE OF PETER FOX IN GRAND JUNCTION, COLO.

REPAIRING
MOTORCYCLES
SUPPLIES
PETER FOX
Indian
COME IN
GOODRICH

Fox Handles the Indian, Is a Strong Believer in an Attractive Storefront and Also Devotes Much Attention to Newspaper Advertising

UNITED STATES SALES AID

Wall Hanger Showing Bicycle Tires and Features Found Useful.

NEW YORK, Jan. 1.—Something in the way of a sales booster of more than ordinary interest to the bicycle dealer has just been gotten out by the United States Tire Co. It is in the form of a wall hanger illustrating in colors each of the eleven different types of United States bicycle tires and in every instance showing a cutaway section of the tire revealing the constructional features.

In the center of the hanger, which, by the way, is mounted on strong linen and bound top and bottom with steel reinforcing bars, is a table giving the retail prices of all of the tires.

TRUCKEE SNOW CARNIVAL

Capital City Club Will Attend Coast Festival 400 Strong

SACRAMENTO, Cal., Dec. 26.—Plans have been completed by the Capital City M. C., Sacramento, for their annual excursion to the Truckee Snow Carnival. President Fred McPearl hopes that more than four hundred will attend.

The club will leave Sacramento at 11 p. m. January 20, and will return the next night. A big program has been arranged for the train trip and another special program will be enjoyed by the party in Truckee. This is the club's third excursion to Truckee and from past experience the members are sure they will have a good time.

GOODYEARS WIN IN BRAZIL

IN THE recent motorcycle races at Rio Janeiro, Brazil, a large and enthusiastic crowd saw the championship of Brazil won on a Harley-Davidson machine equipped with Goodyear Bluestreak Motorcycle tires. The time for one kilometer (five-eighths of a mile) was 30 seconds flat—at the rate of 75 miles per hour.

THORS FOR CHICAGO GAS COMPANY

Peoples Light & Gas Co. Orders 28 "Supersingles" with Pullman Chassis—For Use of Trouble Squad

HICAGO, Jan. 1.—The Peoples Light & Gas Co., has just placed an order with the Thor factory for 28 of the Thor Supersingle machines which, however, are to be furnished, not with the orthadox two-speed with which this type is regularly fitted, but with the three-speed frames and gear-sets such as are used on the heavier Thor twin machines.

These motorcycles, which are to be used for trouble shooting, turn-on and inspection work, have been ordered equipped with Pullman sidecar chassis, on which special bodies are to be built the better to fit them for the needs of the Gas company's trouble squad.

Half of the machines were ordered shod with United States tires and tubes, while Firestones were specified on the remainder; Troxel saddles and Duckworth chains are fitted to all the machines.

The gas company will take delivery within the next two weeks; 14 of the machines having been promised for immediate delivery and the remainder to come within the period of a fortnight.

NEW FACTORY FOR SEISS

Toledo Horn Maker Obtains Plant Providing 52,000 Square Feet of Space

TOLEDO, Ohio, Jan. 2.—The Seiss Mfg. Co., maker of Seiss warning signals and other parts and fitments for both motorcycles and bicycles, has purchased a large factory building facing on Lake Shore avenue from Tudor street to Alva street and providing a floor space of 52,000 square feet.

The new building offers the Seiss company opportunity for a long desired expansion and which is about triple the size of their present building now occupied. The building is being entirely remodeled and equipped throughout with the newest machinery for the company's manufacturing needs.

The new factory site is connected with the main line of the New York Central Railroad, with side track of 400 feet, together with extra ground for expansion.

It is the intention of the Seiss company to transfer its manufacturing plant to the new building some time about February 1, 1917.

VACUUM WAGE INCREASE

Rochester Oil Concern Increases Salaries from 5 to 25 Per Cent

ROCHESTER, N. Y., Jan. 2.—The Vacuum Oil Company on account of the increased cost of living awarded additional compensation to a large number of its employes.

All salaried employes receiving up to $300 a month share in this additional compensation.

The reward is made on a sliding scale of percentage—from 5 per cent. to 25 per cent. of the yearly salary according to the annual remuneration of the individual.

This action by the Vacuum Oil Company is of special interest in that it happens to coincide with the celebration of the fiftieth anniversary of the company, which was founded by Hiram B. Everest on October 4, 1866.

WEED CHAIN INCREASE

Stockholders of American Chain Co. Vote to Double the Capital

BRIDGEPORT, Conn., Dec. 30.—Stockholders of the American Chain Co., makers of Weed chains, had their meeting here this week and voted to carry out the plans for increasing the stock of the company from $5,000,000 to $10,000,000.

The new issue is to be divided as follows: 50,000 shares of common and a like amount of preferred, both of $100 par value per share.

MOSSBERG SHOW DISPLAY

Attleboro Firm Will Stage Exhibit at Hotel Astor During Auto Show

ATTLEBORO, Mass., Dec. 30.—A. H. Harrop, salesmanager for the Frank Mossberg Co., has completed all arrangements to have a full line of Mossberg wrenches and automobile tools on exhibit at the Hotel Astor, Broadway and 44th street, during the week of the New York automobile show, January 6 to 13.

Trade folks interested in the Mossberg offerings are cordially invited to call at the Mossberg headquarters during the week and go over the line with the competent staff of salesmen.

WELLS BACK IN ENGLAND

LONDON, Eng.—W. H. Wells, London manager for the Hendee Mfg. Co., has arrived home safely from his visit to the United States. Mr. Wells states that he was to have been accompanied by Russell Coes, who is well known as an Indian rider in American competition circles, but at the last moment Coes was prevented from sailing.

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BRIEF FLASHES AT F. A. M. ACTIVITIES

Two More Membership Prize Winners; New Literature in the Motorcycle Tool Boxes; Riders in Hayti Want to Affiliate

WESTBORO, Mass., Jan. 4.—Secretary G. B. Gibson of the F. A. M. announces that the prize-winners in the Federation membership contest for the past two weeks are: T. C. Raby, South Manchester, Conn., ten members, for week ending December 23; D. J. Ryan, Little Falls, N. Y., 29 members, for week ending December 30.

No membership prize awards were given for the weeks ending December 9 to 16, because no one forwarded the necessary five names to put the contest in operation for those periods.

Secretary Gibson has started his annual task of sending out F. A. M. circulars in tool boxes of new model motorcycles, and has so far sent literature to three or four of the machine manufacturers.

A recent batch of mail brought to the office of Secretary Gibson an application from Signal Company No. 3 of the First Brigade, United States Marines, Port-au-Prince, Hayti, for affiliation with the F. A. M. Secretary Gibson has forwarded the necessary papers and expects to have the Marines lined up with Federation boosters in the near future.

The secretary's office is busy these days sending out literature to assist in the advancement of club and repair shop work along F. A. M. lines throughout the country. The office has just closed the two dullest months of the year for F. A. M. work, and Secretary Gibson is now preparing for the usual acceleration of interest in Federation affairs for the new season.

December statistics show that 53 affiliated riders and 24 of the unaffiliated class signed up with the F. A. M. during the month. The renewals numbered 65. The last membership card issued in December was No. 38,278.

Bulletins From California

30 CARLOADS FOR COAST

Freed Receives 16 Carloads of Indians at Frisco and 14 at Los Angeles

SAN FRANCISCO, December 26.—A Freed, manager of the Pacific Motorcycle Sales Co., Indian distributor, says that fourteen carloads of 1917 Indians have been shipped to Los Angeles and sixteen to San Francisco. The business of the company is particularly good for the rainy season, many special orders being taken.

Dr. Jung, a San Francisco physician, has ordered an Indian enameled in French gray, which he will use in making his professional calls. A special fast machine has been ordered for the speed cop in Salinas.

Twenty-five Indians were shipped on the last boat to Honolulu. The agency in the iclands has been taken by G. H. Grimm, who has received a full line of samples and is sending in orders thick and fast.

TAKE EXCELSIOR BICYCLES

Goudy-Hoffer Co. Opens New Display Room for Pedal Wheels

LOS ANGELES, Cal.—Goudy-Hoffer Co. was expecting every hour, the middle of Christmas week, a carload of the new series 18 Excelsior. Wells Bennett had a spot all marked out for delivery of four that he had sold in advance, and about a dozen buyers who had deposits down were keeping the wires hot looking for information.

Goudy-Hoffer Co. has taken the agency for Excelsior bicycles, and the first big shipment arrived ten days before Christmas. Big display ads were run in the newspapers, and the firm got into the bicycle business with a rush. In the ten days before the holiday they sold 80 bicycles.

A big store next to their main store has been turned over to the bicycle display, and a miniature track has been laid out at the rear. A perpetual contest is in progress, to see who can go around the most times in five minutes. As fast as things get too monotonous they change the course and start a new series.

HURLEY IN FRISCO

President of Thor Confers with Barton Just in From Trip

SAN FRANCISCO, Cal.—The big man behind the Thor, John D. Hurley, president of the Thor factory, arrived in San Francisco Christmas week. Z. Barton, Thor Pacific Coast manager, was in Los Angeles when Hurley reached San Francisco, and hurried back to the Bay City to consult with the leader in the big Thor activities of this section. Barton has just returned from a trip through the Northern Pacific States, and was impressed with the activity displayed by the Thor agents, which include such representative firms as Paulson Bros., Tacoma; G. C. Austin, Seattle; Eugene Bougher, North Yakima; Apex Bicycle Co., Portland; Eugene Vulcanizing Works, Eugene. In January and February Barton is planning to thoroughly cover Southern territory, and several new agencies are in prospect in this district.

Immediately after New Year's Hurley is expected to visit Los Angeles, where T. E. Berry, the Thor distributor, has one of the finest motorcycle stores in the country.

HOT PACE FOR MAGGINI & PERKINS

SAN FRANCISCO.—Maggini & Perkins, the hustling Harley-Davidson agents, report sales of 22 of the 1917 machines, four delivery vans and three sidecars to date.

ROOS TAKES CLEVELAND

SAN FRANCISCO, Dec. 26.—W. V. Young, district sales manager Weinstock-Nichols Company, spent several days in Chicago last week. He placed the agency for the Cleveland Lightweight motorcycle with A. H. Roos of the Model Cyclery.

TWO TAGS IN JERSEY

New Ruling Calls for Tags Fore and Aft and Owners Are Perplexed

NEWARK, N. J., Dec. 30.—New Jersey registered motorcycles must carry two license tags in 1917. Motorcyclists who are applying for plates are disagreeably surprised to learn that Motor Vehicle Commissioner Wm. L. Dill put one over on them by making it a ruling, without legislation to that effect, that motorcycles must carry plates front and rear during the coming year.

The tags must be placed on the front of the machine so as to be visible in the direction in which the vehicle is approaching, and cannot be carried fore and aft as is the English custom. Considerable inconvenience has been caused the motorcyclists who have attempted to abide by the new ruling, as the markers are not well adapted to an easy placing on the machine.

Another new piece of legislation went into effect on January 1, providing that dealers may have special tags, issued in sets of three, the cost per series being $15. The privileges are that the markers may be used on any motorcycle in the possession of the dealer without regard to motor number or make of machine.

The Carl W. Bush Co., local Harley-Davidson distributor, was alloted "No. 1," having applied several months in advance for that number.

PURCHASER TO PAY FREIGHT

ROCHESTER, N. Y.—It is announced that some of the Rochester motorcycle dealers will hereafter charge the freight on all machines sent out of town to the purchaser. In the past it has been the local custom for the dealer to pay the freight himself. It is pointed out that the continuance of such a policy by the dealer eats into his profits considerably, and there are indications that all the dealers in the city will decide to support the movement.

ROCHESTER SHOW JANUARY 22

ROCHESTER, N. Y.—The contract for decorations for the combined cycle and automobile show to be held here the week of January 22 has been awarded to a local firm and plans are afoot to make the 1917 exhibition outdo all previous ones in attractiveness. The show will be held at Exposition Park, and it is stated that space is already at a premium.

MERRY STARTS FOR NEW YORK

SAN FRANCISCO, Dec. 28.—Edwin F. Merry left today for New York, where he will close several distributing arrangements that have been pending. Merry plans to remain in New York several weeks, during which time his address will be in care of the Lambs' Club.

WANT LIGHTS FOR SPEED WORK

WHEELING, W. Va.—President Bier, of the Wheeling M. C., has made arrangements to take up with the directors of the West Virginia State Fair Association a proposition to have electric arc lights installed around the half-mile track at the fair grounds here. If the illuminating plan goes through the Wheeling M. C. will arrange to hold speed programs at night.

YOUR TERRITORY—WHAT IS IN IT?

(Continued from page 17)

"Broadly speaking, all of those headings could have been merged with the first one," remarked Joe Simms, as Saunders looked up from the paper, "for they are all offshoots of the prime question: How many motorcycles is this town, or district, able to buy and use at this time, and *who are the logical people to buy them?* As a town develops, sales opportunities change and develop with it, of course, but all that any dealer need do is make the most of the situation as he finds it from day to day. If he continues to do that he will automatically grow with the town and the sales field.

"But let's get down to business. How does that list of pointers hit it off for your territory? How many men are there in town who can afford to buy motorcycles, leaving out the very old fellows and the ones who are not happy unless they are paying big prices for motor cars? How many local young men will allow you ten minutes in which to talk motorcycles? Figure 'em up. They represent the biggest part of the motorcycle buying capacity of your town.

The Factory Sales Field

"How many factories have you, and where are they situated? If they are in or very near the city their workers are prospects, of course, but not as strong prospects as if the factories are located two or three miles out. In the latter case you can discuss the saving of time and trolley fares, in addition to putting forward the usual touring and sporting inducements.

"You ought to know the average wage in any given factory before launching a campaign at its workers, because until you do know it you can't map out a business-like time-payment proposition. You may approach a worker with a proposition that will scare him off the motorcycle for years to come, simply because you failed to study his finances. It is worth while to know something about the working hours also, because the man who has become a full-fledged factory slave is not a good prospect for any kind of a sale. He has no time for relaxation. The man who goes to work at 7 a. m., takes three-quarters of an hour, or an hour, for lunch and quits at 5 or 6 o'clock, is the best factory prospect for a power two-wheeler, assuming that he draws $15 a week or over.

Trolley-Users as Prospects

"The points about transportation facilities and the condition of roads, explain themselves. If the trolley service is limited and somewhat irregular, as it usually is, the motorcycle dealer should work that fact into his educational campaign. Constant trolley users are nearly always good motorcycle prospects, if properly approached, because they're usually disgusted with trolley traveling conditions.

"As for the roads, the dealer should dwell upon the touring opportunities they afford, if they are good roads, and should make a strong and persistent effort to acquaint the town with the ability of the modern motorcycle to navigate all kinds of surfaces—if the roads happen to be bad. You'll note that the same kind of an argument wouldn't work in both of the cases.

"The number of other motorcycle dealers in your district needn't bother you much," continued the trade scout as he checked off the sixth point on the paper, "but you ought to keep track of them and know something about the lines along which they are working. They may be on the wrong track, in which case you want to avoid their tactics; then again they may have discovered the key to a lot of local business, in which case it's up to you to remember that 'competition is the life of trade.'

Utility Openings Are Unlimited

"And don't forget the commercial business. It has an almost unlimited number of branches. Line 'em up; study 'em; consider the problems involved and then go and tell the firm or the individual how you can make the motorcycle solve those problems. Don't try to keep the commercial prospects 'in your head.' Get 'em down on paper; and don't stop with the first half dozen that come to mind—dig 'em out. You'll be surprised at the number of commercial and general utility openings there are all around you.

"Now we come to the attitude of the community towards sports. Some communities have a true sporting spirit; if yours is that kind, a motorcycle competition of some kind—a well-conducted race-meet, a hill-climb or an endurance run will help to arouse motorcycle interest. If there is no sporting interest—and a lot of towns are so constituted—you may only antagonize popular sentiment by attempting to hold competitions. In such a case you would naturally make your chief sales drives along touring, health-building, time-saving and commercial lines.

Local Sentiment Is Important

"And don't overlook the local authorities. They have a direct influence on sales. If they are antagonistic to the motorcycle, one of your first tasks should be to set them right. While they continue to harbor a prejudice they can hurt your business, through the newspapers and in half a dozen other ways.

MOTOR CYCLE ILLUSTRATED

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"The last point concerns the club spirit in your town. Some towns the size of this one can stand half a dozen clubs, of different kinds; other towns of the same size can't keep a club of any kind alive. It's worth while for you to know whether this is a 'club town' or the reverse."

Joe Simms leaned back in his chair and flashed his characteristic smile. "I think I've shown you that every one of those points ought to be studied carefully in mapping your sales campaign," he said; "that every one of them has a direct bearing on your business. What you need is concentration, Saunders; and you can't concentrate until you know just what your territory offers you to concentrate on. Now, have we managed to get anywhere with all this talk?"

Saunders Draws Conclusions

"We surely have," was the prompt reply. "This is a good factory town, and an equally good club town; but I have never addressed the factory men except through the newspapers—and then without thinking of their average wages or other conditions; and I have not attempted to start a motorcycle club. There is only one other dealer and he's as half-hearted as I was—an hour ago—so I'm not afraid of his competition. The local police are O. K., but a hare-brained young fellow was hurt here on a motorcycle two years ago and there is a certain sentiment against speed work. So I'll cut out competition, and make my 1917 drive along touring, factory transportation and club lines, and fill in by making up a complete list of commercial prospects."

"Righto!" boomed Joe Simms.

Value of Classification

"Seems funny now that I expected one general line of motorcycle talk to interest everybody in town," confessed Saunders, "but of course I had never stopped to do any classifying; that explains it."

Joe Simms reached for his hat, picked up his grip and stuck out a broad palm. "Shake!" he exclaimed. Peter B. Saunders—an entirely different Peter B. from the one of an hour back—shook, and shook heartily.

"Thanks" he said, "and when you're in this neighborhood again don't fail to hop in and let me report progress."

"You bet I will," answered the trade scout as he glanced at his watch and headed for the door; "I'm interested in the motorcycle game and the boys in it—and besides I'm a natural-born hopper."

FIRST IN WHEELING

Lewis Bleifus Introduces Motor-Bob to the West Virginia City

WHEELING, W. Va., Dec. 26.—To Lewis Bleifus goes the honor of building the first motor bob sled of the winter. Bleifus has built it around a Henderson power plant, using the three-speed gear and clutch as a unit.

In recent trials the machine attained a speed of about 30 miles an hour but Bleifus promises better things for it when the snow is packed down and he has gotten used to the control mechanism.

TWO RADICAL AIDS FROM THOR

New Broad-gauge Sales Policy Is About to Be Launched—School for Training Commercial Motorcycle Drivers Started at the Aurora Factory

CHICAGO, Ill., January 3.—Something of intense interest, not alone to Thor dealers, but to the entire motorcycle trade, is promised by C. B. O'Hare, sales manager for the Thor. It is coming in the shape of a new and stupendous Thor sales policy that it is promised will have far reaching results on the entire two-wheeler trade.

The details of the new sales policy are being withheld, to be announced next week, but from the few things that have been let drop to date it is understood that it embraces well developed plans for financing Thor dealers and idealizinz their working conditions.

New Training School

Also innovative insofar as the motorcycle field is concerned is the Thor school for motorcycle "chauffeurs" which the Aurora Automatic Machinery Co. has inaugurated. Realizing that the commercial motorcycle never can come into its own until the problem of supplying competent help to man the motorcycles that are used for delivery and other similar work has been solved, the Thor folk have seized the bull by the horns, so to speak, and opened a school for coaching riders in the operation and care of the motorcycle.

The school for motorcycle riders is now in actual operation for the purpose of supplying to commercial users in the city of Chicago seasoned riders who are thoroughly familiar with motorcycles and capable of handling the commercial two-wheeler under all conditions. Answers to O'Hare's first call for students came in numbers that were surprising, and a class of material on which this new idea is being exploited was surprising beyond expression.

"Adding machine and typewriter manufacturers develop talent to operate the products which they sell after they are placed in the hands of the consumer, and with our factory situated as it is in Chicago where so many motorcycles are used for commercial purposes making it possible to place the student in a permanent position after he has completed a course in the handling of a motorcycle, is most attractive to an unusually capable class of young men. In the exploiting of the idea we not only make it possible for consumers to secure the dependable type of motorcycle chauffeur, but we also place with him a man who is interested in his line to the extent that he will care for it and protect the interests of the factory, who secures for him a clean, profitable means of livelihood," says Sales Manager O'Hare.

C. B. O'Hare, Salesmanager for the Thor

Helps All Dealers

"Dealers throughout the country who are up against the motorcycle chauffeur proposition in landing a commercial sale regardless of what make of motorcycle they sell are at liberty and are most heartily invited to correspond with us when in the market for a dependable motorcycle chauffeur. We believe that a man trained in a motorcycle factory to the economical use of the two-wheeler will not only fill the wants of the motorcycle consumer but will act as favorable representative at all times in the commercial field. It is this faith and good will that we are in such great need of at this time and the outlook for commercial business is so good that the average young man appreciates the opportunity and readily takes to the new field of endeavor."

The strong bid which the Thor people are making at this time for commercial business and the lengths to which they are going to encourage the dealers to include the commercial idea in their sales policy is in line with this original plan to develop motorcycle riders.

GOERKE PLANS EXPANSION

Newark Indian Dealer Needs More Room; Busy with Sales Campaign

NEWARK, N. J., Dec. 30.—Walter Goerke, Indian dealer, finds business brisk, but deliveries slow, having more than a dozen machines and sidecars in the freight tangle somewhere between Springfield and Newark. Nine red and seven olive drab Powerplus motors have been delivered to date, while six sidecars have been disposed of.

Recent sales by Goerke were a 1917 machine to the South Orange Police Department, this motorcycle being a Dixie-equipped Indian, and an olive drab electrically-equipped machine to the Newark Typewriter Exchange. The latter firm tried out motorcycle delivery last year, and, finding it a success, invested in a new outfit this season.

Goerke's Elizabeth store did a fine Christmas trade, Jack Haviland, the manager, selling five motorcycles, one sidecar and a dozen bicycles. The Elizabeth store also carries a fine line of sporting goods.

Goerke plans to enlarge his Newark store by taking over a connecting store on a side street, making his place 50 per cent larger and affording him an opportunity to keep his second-hand and repair departments separate from his motorcycle salesroom.

Harvey Snyder, manager of the Newark store, reports a brisk demand for second-hand machines, as well as constant inquiries for the new "Flat-twin" model.

KLUCZEK HAS SHOW MACHINES

NEWARK, N. J., Dec. 30.—Watson Kluczek, Reading Standard and Emblem dealer here, has on display two of the New York Show machines. He has one of the olive drab lightweight Emblems and a Bosch electrically-equipped Reading-Standard that has been the means of inducing four riders to order their 1917 motorcycles even while the snow is on the ground. Two of the orders call for Roger sidecars as well.

HANDLES BIG FELLOWS TOO

NEWARK, N. J., Dec. 30.—The Dayton Sales Co., that did so well with the Dayton Motor Bike during the past season, has taken on the agency for the big twin, as well, and has one of the husky maroon motorcycles on display in its showrooms on William street. They report that a lot of interested prospects have been in trying the fork action and the low saddle position, which is rated as being nearer the ground than any other make on the market.

HUB BECOMES DE LONG

Boston Indian Agency Undergoes Reorganization—Linnell Out

BOSTON, Mass.—The Hub Motorcycle Co., which handles the Indian in Boston, has undergone a reorganization and emerged from the process De Long Brothers, Inc.

The firm, which until last season handled the Excelsior, comprised Everett De Long Robert Linnell and Cory De Long. Linnell stepped out in the reorganization process, leaving the business in the hands of the De Long brothers.

Just by the way of making it a clean sweep the boys are even now remodeling the store at 258 Columbus avenue from sales rooms to repair shop and are stocking up with a full line of 1917 accessories. With the rejuvenation completed, the boys expect to go out after business in an even more progressive manner than has been followed in the past.

CYCLEMOTOR IN NEWARK

NEWARK, N. J., Dec. 30.—The agency for the Cyclemotor has been taken by Carlo's, 179 Adam street, and a campaign of advertising has been started by the agents to acquaint the public with the possibilities of the bicycle attachment.

Indian

At the stroke of midnight, with the church bells booming and whistles blowing in honor of the dawn of a new year, Indian began its string of 1917 triumphs in an impressive manner.

With a bitter wind blowing in their faces, a wind which held a threat of snow in the air, thirty motorcyclists lined up for the Midnight Run between New York and Poughkeepsie and return.

"Starts the New Year Right"

All through that biting-cold night these intrepid riders, many of them accompanied by sidecar passengers, held their way. Past Peekskill, where the road is bared to icy blasts that sweep across the Hudson, along roads frozen into cement-hard ruts, into Poughkeepsie. Then back again, over the same heart-breaking roads, with the same searching cold now transformed into a sleety gale.

Out of this terrific test, the most severe winter run attempted for many a year, emerged the INDIAN—the victor as usual.

CALVIN WEBBER, DRIVING A 1917 INDIAN AND SIDECAR WITH MISS AUGUSTA VAN BUREN AS PASSENGER, WON BOTH A PERFECT SCORE AND THE HIGHEST HONORS FOR CONSISTENCY. AND—THE ONLY SOLO RIDERS TO FINISH WITHIN THE TIME LIMIT WERE MOUNTED ON INDIANS—RICHARD VEAZEY ON A 1915 INDIAN AND SHELTON STURGES ON A 1917 MODEL. CONSIDER THESE FACTS CAREFULLY—

OUT OF 30 STARTERS, 24 WITH SIDECARS ATTACHED, THE INDIAN COMBINATION WINS THE HIGHEST SCORE. OUT OF SIX SOLO STARTERS, TWO INDIANS ONLY CAME THROUGH ON TIME.

THESE ARE THE FACTS. WHAT DO THEY PROVE? SIMPLY THIS—

AS AN ALL-WEATHER VEHICLE THE INDIAN IS SUPREME

Hendee Manufacturing Company

(*Largest Motorcycle Manufacturers in the World*)

SPRINGFIELD, MASS.

Highlights of 1916 Motorcycle Competition

A Summary of the More Important Track and Road Events Held Throughout the Country During the Year Just Closed; 100-Mile Contests Growing in Favor

IN response to several suggestions from readers that a summary of the chief motorcycle racing events of 1916 he published, the list below has been prepared. The aim has been to include all the contests of 100 miles or over, but a few shorter ones have been mentioned where they seemed to be of special interest.

April 16, Klamath Falls, Ore.—225-mile road race, won by Elmer Beardsley, Indian; Floyd McMillan, Harley-Davidson, second; Charles Faught, Harley-Davidson, third. Time, 5:51:30.

May 18, Wilson, Kas.—100-mile race, won by "Speck" Warner, Indian. Time, 2:10:00.

June 4, Columbus, O.—100-mile interstate championship sweepstakes, won by Ray Creviston, Indian; Glen Stokes, Excelsior, second; H. Myers, Indian, third. Time, 1:24:40 3-5.

June 11, Detroit, Mich.—100-mile race, Interstate Racing Association meet, won by Bob Perry, Excelsior; Glen Stokes, Excelsior, second; K. H. Verill, Indian, third. Time, 1:26:27 2-5.

June 18, Madison, Wis.—100-mile race, won by Joe Wolter, Excelsior; Bob Perry, Excelsior, second; Carl Eschereich, Cyclone, third. Time, 1:34:54.

June 25, Columbus, O.—100-mile race, won by K. H. Verrill, Indian; Glen Stokes, Excelsior, second; Jim Davis, Indian, third. Time, 1:28:40.

July 4, Dodge City, Kas.—300-mile International Speedway race, won by Irving Janke, Harley-Davidson; Joe Wolter, Excelsior, second; Ray Weishaar, Harley-Davidson, third; "Speck" Warner, Indian, fourth; Gene Walker, Indian, fifth; Morty Graves, Indian, sixth; Lorenzo Boido, Excelsior, seventh. Time, 3:45:36.

July 4, Galesburg, Ill.—100-mile race, won by Ray Creviston, Indian; L. S. Hadfield, Harley-Davidson, second; Wald Korn, Indian, third. Time, 1:28:46.

F. A. M. Championships

July 4, Sheepshead Bay, N. Y.—100-mile race, won by "Red" Parkhurst, Harley-Davidson; Bill Brier, Harley-Davidson, second; Curly Fredericks, Harley-Davidson, third; Bob Barclay, Harley-Davidson, fourth; Teddy Carroll, Indian, fifth; Joe Wasko, Indian, sixth; Fred Luther, Excelsior, seventh. Time, 1:08:13 2-5.

Two-mile F. A. M. National Professional Championship—Won by Red Parkhurst, Harley-Davidson; Arthur Chapple, Indian, second; Bill Brier, Harley-Davidson, third. Time, 1:19 1-5.

One-mile New York State Amateur Championship—Won by Carl Currie, Harley-Davidson; A. Le Fosse, Excelsior, second; Emil Bleecher, Harley-Davidson, third. Time, 0:50 2-5.

Two-mile New York State Amateur Championship—Won by Joe Farrell, Indian; second, Richard Buttlar, Harley-Davidson; Carl Currie, Indian, third. Time, 1:30 4-5.

Twenty-five-mile New York State Amateur Championship—Won by Richard Buttlar, Harley-Davidson; Joe Farrell, Indian, second; Joe Gest, Indian, third. Time, 18:34.

Five-mile New York State Amateur Championship—Won by Joe Gest, Indian; Joe Farrell, Indian, second; Richard Buttlar, Harley-Davidson, third. Time, 3:29 1-5.

Ten-mile New York State Amateur Championship—Won by Richard Buttlar, Harley-Davidson; Joe Gest, Indian, second; Joe Farrell, Indian, third. Time, 7:35 2-5.

Track and Road Winners

August 20, Rockford, Ill.—200-mile race, won by Ray Creviston, Indian; Ray Weishaar, Harley-Davidson, second; Glen Stokes, Excelsior, third. Time, 1:31:44.

October 28, Los Angeles, Cal.—Los Angeles-Bakersfield record made by Roy Artley, Indian sidecar, 128 miles in 4:18.

November 10-11, Phoenix, Ariz.—441 miles, two-day race, Springerville to Phoenix, won by Roy Artley, Indian; Alan T. Bedell, Indian, second; Joe Wolter, Excelsior, third; Jack Dodds, Indian, fourth. Artley's time, 13:02:02.

November 28, Springfield, Mass.—24-hour sidecar record, Springfield to Montreal, Canada, 584 miles, on Indian combination, made by Edgar H. Buck.

August 24, Los Angeles, Cal.—Los Angeles-San Diego record, made by Art Holmes, Harley-Davidson, 132 miles in 2:13:00.

August 21, Los Angeles, Cal.—San Francisco-Los Angeles record, made by Roy Artley, Henderson, 471 miles in 10:04:00.

More Miscellaneous Events

July 9, Detroit, Mich.—200-mile relay race, won by Creviston-Verrill, Indian; Wolter-Hilliard, Excelsior, second; Ellis-Millen, Indian, third; Kemp-Whittler, Henderson, third. Time, 2:52:52 1-5.

July 9, Omaha, Neb.—50-mile Nebraska State championship, won by Carl Pederson, Harley-Davidson; Roy Roland, Harley-Davidson, second; Otto Ramer, Harley-Davidson, third. Time, 1:16:35.

July 15, Readville, Mass.—100-mile race, won by Donald Pope, Indian; Amie Theuanalt, Indian, second; P. A. Crocker, Indian, third. Time, 1:28:29 2-5.

July 22, La Grande, Ore.—100-mile Far Western championship, won by Otto Walker, Harley-Davidson; J. Keeney, Indian, second; M. Campbell, Harley-Davidson, third; J. Chambers, Indian, fourth. Time, 1:25:42 4-5.

July 30, Indianapolis, Ind.—Non-stop race, won by Lorenzo Boido, Excelsior; Johnny Ellis, Indian, second; Russell Fields, Indian, third. Distances, Boido, 160 miles; Ellis, 155 miles; Fields, 107 miles.

July 30, Toledo, O.—100-mile relay, won by Verrill-Nixon, Indian; Fritz-Meyers, Excelsior, second; Sudduth-Marks, Thor, third. Time, 2:05:27.

August 13, Denver, Col.—Five-mile Colorado State championship, won by Floyd Clymer, Excelsior; Frank Kunce, Harley-Davidson, second; Bernard Chasteen, Excelsior, third. Time, 4:59.

August 13, Detroit, Mich.—100-mile F. A. M. professional championship, won by Ray Weishaar, Harley-Davidson; Red Parkhurst, Harley-Davidson, second; Lorenzo Boido, Excelsior, third. Time, 1:29:00.

Championships at Columbus

September 2, Columbus, O.—One-mile F. A. M. National professional championship, won by Don Johns, Indian; Bob Perry, Excelsior, second; Glen Stokes, Excelsior, third. Time, 0:48 3-5.

One-mile F. A. M. National amateur championship, won by John Hess, Indian; Sydney Dean, Indian, second; Joe Hallock, Excelsior, third. Time, 1:02 3-5.

Ten-mile F. A. M. amateur championship, won by Sydney Dean, Indian; Kenneth Alberts, Indian, second; Joe Hallock, Excelsior, third. Time, 8:33 4-5.

Fifty-mile F. A. M. National amateur championship, won by John Hess, Indian; Joe Hallock, Excelsior, second; Jack Smith, Indian, third. Time, 44:25 2-5.

Two-mile F. A. M. National amateur championship, won by John Hess, Indian; Kenneth Alberts, Indian, second; Joe Hallock, Excelsior, third. Time, 1:51 2-5.

Twenty-five mile F. A. M. National professional championship, won by Ray Creviston, Indian; Jim Davis, Indian, second; Glen Stokes, Excelsior, third. Time, 20:21.

Five-mile F. A. M. National amateur championship, won by John Hess, Indian; Sydney Dean, Indian, second; Joe Hallock, Excelsior, third. Time, 4:23 1-5.

Twenty-five mile F. A. M. National amateur championship, won by Sydney Dean, Indian; John Hess, Indian, second; Joe Hallock, Excelsior, third. Time, 21:28 4-5.

Pikes Peak Hill Climb

August 12, Pikes Peak, Colo.—Open "pro" event, won by Clymer, Excelsior, 23:15; Kunce, Harley-Davidson, 23:26; Wolter, Excelsior, 25:10.

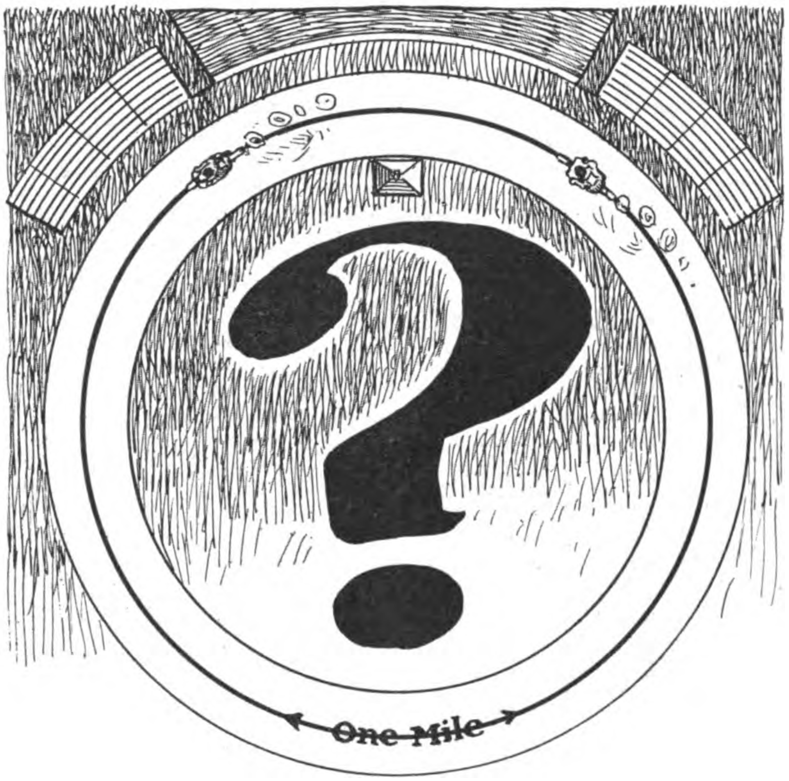
State Champ event, won by Kunce, Harley-Davidson, 22:03; Clymer, Excelsior, 22:10; Williams, Harley-Davidson, 22:54.

Open "pro," won by Clymer, Excelsior, 21:58; Kunce, Harley-Davidson, 22:40; Fillmore, Indian, 23:46.

Sidecar event, won by Van Vanderhoff, Harley-Davidson, 29:23; Clymer, Excelsior, 30:00.

New Contest Attracts Countrywide Interest

First Puzzle Brought in Many Answers, Some of Which Were Correct—How the Solution is Arrived at—New Puzzle to Stump the Figurers



GOSH! That's some boiler that Perry rode in that puzzle contest we handed you a couple of weeks ago, isn't it? Did you figure out his speed? Well, he was going at a rate of 128 miles an hour when the contest quit, and we just simply hate to think of his speed at the time Baker got back to Merryburg.

As we told you contestants last week, the first instalment of the new contest proved quite easy for some of the boys; but there were others who could not dope out the right answer to the second proposition to save their souls. One of our old standbys, "Lone Subscriber" of Van Voorhees, W. Va., took two stabs at it, sending in a later answer to correct the first one, and even at that was wrong.

Yet it is simple enough, if you tackle it in the right manner. Let's start right at the beginning. Perry starts a mile away from Merryburg, while Baker starts from the town, both riding at a rate of a mile a minute toward Hustleville. When Perry reaches that town, then Baker will still have a mile to go.

But Perry doubles his pace on the road to Joytown, while Baker is going that extra mile to Hustleville; therefore, Perry is covering two miles or half the distance to Joytown. Then Baker begins to travel at the two mile rate so that when Bob reaches Joytown, Cannonball is just two miles behind him. Then Perry doubles his time to four miles an hour; Baker still has two miles to go at 2 miles an hour. It is quite evident, therefore, that Bob will cover the four miles to Merryburg in the same time as Baker covers the two miles to Joytown.

This gives us as the answer to the first proposition that Baker will be at Joytown, two-thirds of the way around the course, when Perry reaches Merryburg on the first lap. Nearly all of the contestants were right on this point.

The rest of it is just as simple. Baker now doubles time to four miles an hour; Perry doubling to 8 miles an hour. Perry will travel four miles to Baker's two, so that we find Baker half way to Merryburg when Perry reaches Hustleville on his second lap. Once again Perry doubles his pace so that he travels four miles while Baker is traveling only one. We find Perry at Joytown on his second lap when Baker has still a mile to go to complete his first lap.

Again doubling his pace, Perry travels four miles while Baker makes only half a mile, so that Perry completes his second lap while Baker shortens his distance to Merryburg to half a mile. Once again Perry doubles, starting out on his third lap at a speed of 64 miles an hour and completing the four miles to Hustleville, while Baker makes only a quarter of a mile, leaving him still a quarter of a mile to go to complete his first lap.

Then Perry puts on that phenomenal burst of speed, making 128 miles an hour and covering the four miles to Joytown on his third lap in the time it takes Baker to ride ⅛ of a mile, his remaining distance to go to complete the lap being ⅛ of a mile. Which, of course, gives us the second answer. Perry is at Joytown on his third lap, having completed 32 miles in all, when Baker reaches a point ⅛ of a mile from Merryburg on his first lap, having covered 11⅞ miles.

We are going to credit all those perfect on both answers with two points; the fellows with one answer wrong with one point, and so on. And just to prevent any mixup in the scores or any misunderstandings, the full scores of all contestants in this contest will be run every other week at the same time as the new puzzle is announced. That will keep things straight throughout the whole contest. There, R. C. Darnell, how does that strike you?

Now for the new puzzle, which, by the way, was suggested by George M. Johnson of New Haven. We have a circular track with a painted mark around it which measures just one mile. Roy Artley and Carl Goudy are the riders. Artley's machine is geared three to one and his rear tire is 28 inches in diameter. Goudy's machine is also geared three to one, but his rear tire measures 29 inches in diameter.

They start out together both following the painted line and both keeping their

(Continued on page 42)

HOW THE CONTESTANTS FARED IN THE BAKER-PERRY PUZZLE

Name	Score
Anderson, Emil W	**1**
Anderson, John	**1**
Archibald, Glenn	**1**
Bauchelle, Jr., Wm. M	**2**
Blockington, Donald D	**2**
Bryan, Henry H	**2**
Campbell, T. E	**2**
Cattell, McKeen	**2**
Charlton, Robert L	**2**
Counsell, M. N	**2**
Dean, Allyn W	**1**
Eyster, Geo. H	**2**
Ernst F. W.	**2**
Frechette, Frederick L	**2**
Grone, Edward	**1**
Gieselman, E. R	**1**
Harriman, A. W	**2**
Holton, E. B	**2**
Hoyer, Paul	**2**
Johnson, Fred D	**2**
Johnson, G. M	**2**
Latterman, "Tommee"	**2**
"Lone Subscriber"	**1**
McInnis, John	**2**
Mader, H. J	**2**
Meserve, Leon E	**2**
"One of the Boys"	**2**
Pugsley, J. E	**2**
Raedel, Mrs. J. H	**0**
Rathbun, Bruce J	**2**
Richardson, Ray	**2**
Ryan, Daniel	**2**
"Slippery Slim"	**2**
Spillane, Ed. O	**1**
Story, William	**2**
Stump, Geo. A	**2**
Tracy, Willis E	**0**
Trumbauer, C. A	**1**
Wehmann, F	**2**
Wesner, Harry G	**2**
Whilton, E. F	**2**
Wimer, L. F	**0**
Wood, J. Harry	**2**

FROM FARGO TO PORTLAND IN MONTH

Stromgren Makes Trip on Single-Cylinder Excelsior and Thereby Wins $500 Prize; Had to Buck Snowdrifts

PORTLAND, Ore., Dec. 25.—After a ride of exactly one month from Fargo, N. D., A. A. Stromgren arrived in Portland yesterday, thereby winning a wager of $500 posted by a North Dakota enthusiast who believed it would be impossible for the rider to reach Portland before Christmas day.

Though winning the bet by a safe margin, Stromgren lost 20 pounds on the trip and says he would not repeat the journey for $500. He will spend the winter visiting relatives in Oregon.

Left Fargo November 25

Stromgren on his single-cylinder two-speed Excelsior equipped with Firestone tires and Duckworth chains left Fargo on November 25 and under the conditions of the wager was to reach Portland on the night before Christmas at 6 o'clock after checking at Minneapolis, Aberdeen, N. D.; Billings and Butte, Mont., and Spokane, Wash. He was obliged to send in a report every four days, giving the mileage and listing the towns through which he passed. The provisions of the wager stipulated that not to exceed $5 was to be spent for parts or tires purchased on the entire trip.

When the nervy Cross-country rider arrived at the headquarters of the Excelsior Motorcycle Co. in Portland, he informed Carl Rose, the proprietor, and Leonard J. Sparks, manager of the Portland branch of the Firestone company, that it was not necessary for him to buy a single part on the entire trip.

Through Montana Snowdrifts

On one particular night Stromgren was obliged to go through vast snow drifts west of Anaconda, Mont., where he was caught in a fierce blizzard and had to stay out in the storm all night trying to sleep and stamping around in an effort to keep warm, though entirely without shelter. He was not allowed to carry a lamp on the entire trip, which made it impossible for him to travel at night.

The snow was so bad in the Rocky Mountain region that it took Stromgren a full day to ride 17 miles, he had to drop down into the tall sleigh tracks and proceed on low gear, while the breezes of 18 below zero fanned his cheeks. This side of Colfax, Wash., he could cover only 21 miles in a day's travel.

Stromgren says that he must have taken at least 200 "spills" on his trip. Between Pendleton and Echo it took him four hours to cover the same 26 miles which required another man a full day of riding. The machine was a 1914 model equipped with three-inch tires, which endured the entire trip without repairs, as the conditions of the wager specified.

KIPP FINDS CANADIAN DEALERS OPTIMISTIC

Indian Representative After Business Tour to Pacific Coast Says Tradesmen Look Forward to Good Bicycle Sales and Fair Motorcycle Activity Despite the War

TORONTO, Ont.—Herb. Kipp, Canadian traveling representative for the Hendee Mfg. Co., returned to Toronto during Christmas week after covering the extensive portion of Canada lying between this city and Puget Sound. Kipp was on the move for two months, and he wore a smile at the end of the lengthy tour. He declares that his trip, from a business standpoint, was the best he has ever had—and Kipp has been doing more than sightseeing in Canada for the past seven years.

Both Motor and Pedal Lines

This time Kipp talked both motorcycle and bicycle to every trader and secured many orders for each. In the majority of instances he sold both motorcycles and bicycles to a dealer, but he reports that in one or two cases he was able to sell bicycles when a storekeeper found it difficult to see motorcycle prospects ahead on account of the war.

One such dealer, in British Columbia, agreed to put in 30 bicycles in order to keep in touch with the Hendee company throughout 1917. This same man declared that he expected to sell many motorcycles as soon as the young fellows come home from war. In the meantime, bicycle conditions are so good that he can easily sell thirty wheels in his small town during the year.

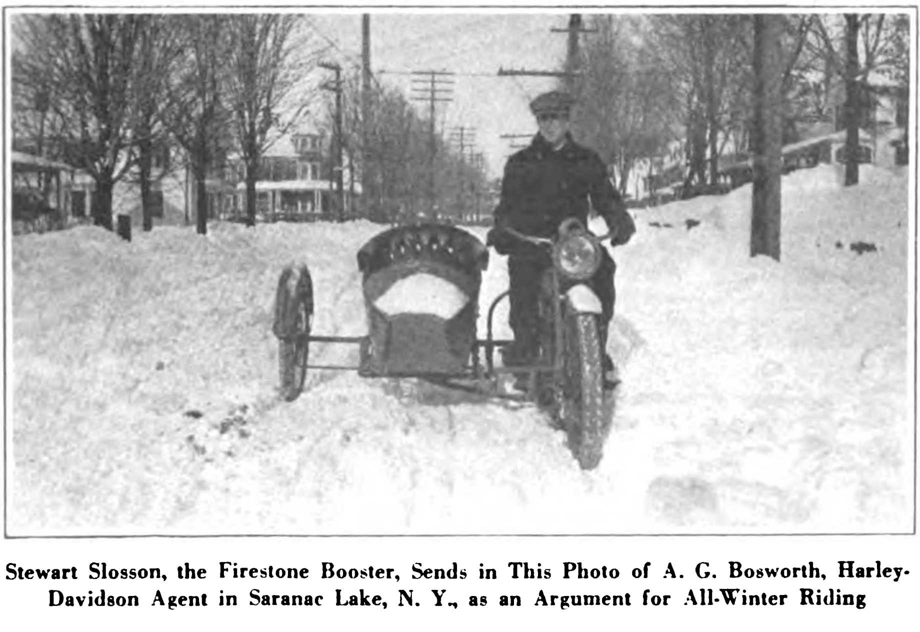
Kipp found everything in fine shape from Port Arthur to Regina, but after leaving the latter point he struck several centers where the general state of things was not so encouraging. The situation at Regina was good, but Saskatoon business was only fair. The same applied to Edmonton, while a quiet town on the Pacific Coast was Victoria, B. C. Business at Calgary was good; at Moose Jaw, the best ever; at Vancouver, fine, and in Winnipeg, very good. Kamloops and Revelstoke, in British Columbia, were also having a quiet session, but the towns in the British Columbia mine belt, Nelson, Trail, Greenwood, etc., were bustling with activity and the prospects in these places were extra fine.

"In spite of varying conditions in a few places, I found everybody in the West most optimistic," declared Kipp. "They were all confident about the future and were accepting present conditions as they had come—in the best possible spirit."

Off Again for Halifax

Kipp barely saw Toronto before he was away again on the business trail—headed for Halifax. The second leg of his transcontinental tour, in the eastern portion of the Dominion, will keep him on the move for several more weeks. By the end of January he will have called on practically every Wigwam in Canada, large and small, to talk over current matters of importance.

A JAUNT WITH THE TEMPERATURE 14 BELOW ZERO



Stewart Slosson, the Firestone Booster, Sends in This Photo of A. G. Bosworth, Harley-Davidson Agent in Saranac Lake, N. Y., as an Argument for All-Winter Riding

SHOW FOR LONDON, ONT.

Exhibition Is Planned for January 29-30 —Wenige's Heavy Cycle Sales

LONDON, Ont.—A motor show is to be held in London, Ont., during the last week in January, at which a number of motorcycle, bicycle and accessory lines will be displayed by local dealers. The exhibition will be staged in a large building on York street, under the management of Victor Carty. Tentative dates for the show are January 29-30.

Manager Wenige of the Bicycle & Motor Sales Company, London, agents for Indian motorcycles and Brantford bicycles, announces that he sold 468 bicycles and 52 motorcycles during eleven months of 1916. The motorcycles sold were practically all Indians. Wenige aims to sell no less than 1,000 bicycles during 1917, and states that his 1916 bicycle business would have been considerably greater had he been able to secure better deliveries. He also expects to double his motorcycle sales in 1917.

Bicycle Section

WINDY CITY SIX-DAY RACE ASSURED

Fifteen Cyclists Already Signed to Compete in Chicago "Grind"—Ten Teams Wanted for Race, Which Will Be Held Either Latter Part of January or Early in February

NEWARK, N. J., Jan. 2.—At a meeting of the professional cyclists held here on Sunday, December 31, the proposition for a six-day race in Chicago was broached to them by Jimmy Hunter, the pacemaker, who was acting for the Cycle Racing Association, which is desirous of promoting the event.

It is planned to run the race some time in January or February and the proposition put up to the riders by the Cycle Racing Association follows: The Cycle Racing Association is willing to promote a race in Chicago provided that ten teams sign to ride; the above association to take 10 per cent. of the gross gate receipts for its part and the cyclists to receive the balance, less advertising, construction of the track and the actual running expenses.

Plan Pleases Riders

The plan as put to the cyclists seems to please them as there was no hesitancy on the part of the riders to sign the petition. Reggie McNamara was one of the first to sign and in all 15 riders affixed their signatures to the paper, which practically assures a race being run in the Windy City. Among the others that have signed are Worth Mitten, Martin "Grassy" Ryan, Willie Hanley, Hans Ohrt (conditional upon his sailing for France to joining the American Ambulance Corps), Ernest Ohrt, Lloyd Thomas, Percy Lawrence, Jake Magin, Charlie Piercey, Frank Corry, Eddie Root, Thomas Grimm and Peter Drobach. Efforts will be made to secure Francesco Verri, the Italian; Michael Debaets, and Victor Linart, the Belgians, and Alfred Grenda, the Australian.

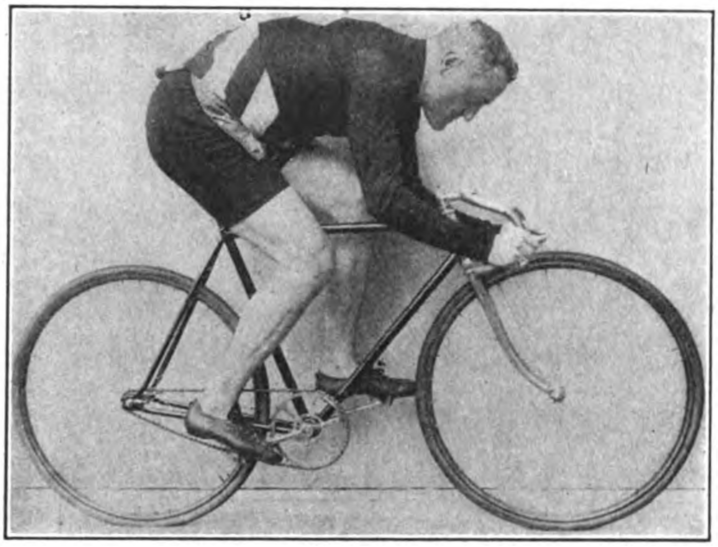
INDOOR RACES SCHEDULED

NEW YORK, N. Y., Jan. 3.—A two-mile bicycle race will be run at the second annual indoor meet of the Young Men's Democratic League, Friday evening, Jan. 26, at the 71st Regiment Armory. At the Brooklyn College meet, which will be held at the Fourteenth Regiment Armory, Saturday evening, Feb. 17, a three-mile bicycle race will be carded.

WALTHOUR SAILS FOR PARIS

NEW YORK, N. Y., Jan. 2.—Bobby Walthour, the Atlanta pace follower, sailed on the steamer Rochambeau last night, his destination being Paris, France, where he has a contract for a number of paced races. George Cameron and Harry Kaiser, who finished fourth in the recent New York six-day race, contemplate sailing for Paris this week.

1916 PROFESSIONAL CYCLING KING



Frank L. Kramer, Who Won the American Title for the 16th Consecutive Time

HOFFMAN ANNEXES HARD 25-MILE RACE

Makes Low Score in Woodmere Cycle Club's Race—Finish a la Six-Day Race—Nieminsky Finishes Second

INWOOD, L. I., Jan. 2.—George Hoffman, a member of the Glencoe A. C., won the 25 mile race run by the Woodmere Cycle Club here yesterday. The race was witnessed by a large crowd from nearby towns. The course, which measured 1 3/5 miles, ran up and down Baywood avenue, running from Inwood to Lawrence and return.

The race was run on the so-called Berlin finish, with a sprint each lap after the second. Points were scored according to the order of finish of each rider, and during the 15 sprints Hoffman scored 53 points. Arthur Nieminsky, riding unattached, finished second with 39 points, and George Harvey, a member of the Unione Sportiva Italiana, was the third man with 43 points.

After boasting that he would cop the race with ease, Manny White, a husky localite, riding unattached, retired from the race after the fourth sprint, he being the first to drop out. A small boy ran in front of Bob Smith, of the Woodmere C. C., at the end of the seventh sprint and he was put out for the count. His bicycle was badly damaged and he was forced to abandon the contest. Ernest Shillington had the misfortune to have his front forks break in the 14th sprint, but escaped luckily and after borrowing another mount continued and finished fourth.

Hoffman was mounted on a Columbia. Nieminsky rode a Pierce and Harvey's mount was an Iver Johnson. All of the above three had their mounts fitted with Palmer Armstrong tires. In each sprint the first five counted, all others being credited with six points. The table of sprints and the order of finish in each of them follows:

	Sprint No.															
Rider.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Pts.
G. Hoffman, G. A. C.	4	3	1	2	2	3	1	1	3	3	1	3	4	3	1	35
A. Nieminsky, Unat.	2	2	3	3	6	1	4	6	1	1	2	4	1	1	2	39
G. Harvey, U. S. I.	3	4	5	6	1	2	3	2	2	2	4	1	2	2	4	43
E. Skillington, W. C. C.	6	6	6	4	4	6	2	3	6	4	3	6	6	6	3	71
G. Gallen, Unat.	6	5	6	1	5	4	6	4	6	5	6	2	5	5	6	72
R. Langdon, W. C. C.	5	6	4	6	3	5	6	6	5	6	6	6	3	4	6	77
J. Van Wickler, W. C. C.	6	6	6	6	6	6	6	5	4	6	5	5	6	6	5	84

Clubs—G. A. C., Glencoe A. C.; U. S. I., Unione Sportiva Italiana; W. C. C., Woodmere C. C.

HIMSCHOOT REPEATS

Takes "Two Fifty Club" New Year's Scorch for Second Time

CHICAGO, Ill., Jan. 2.—Peter Himschoot, riding under the colors of the Chicago Cycling Club, repeated his performance of a year ago when he won the "Two Fifty Club" scorch on New Year's Day. The distance of the famous run was about ten miles, and Himschoot's time was 32 minutes even.

Fourteen riders started and eight finished. The start was made from Thirty-fifth street and Grand Boulevard and the finish was at the Hotel Florence, Pullman. Himschoot and Jules Arens, a fellow club mate, had a warm fight for the final 100 yards, and Himschoot won out handily. W. Grotjan, also of the Chicago Cycling Club, finished third; Cyril White, of the Antlers, fourth; and George Rees, C. C. C., fifth. C. J. Adams, J. Walters and Julius Braeckelaere were the other riders to finish.

This marked the 26th running of this famous race. The record for the course was made by the late Johnny Nelson in 1899, the time being 28 minutes flat. Himschoot, when he won last year was timed in 32 minutes, the same as in this year's event. Owing to the icy condition of the roads several of the riders spilled, but none were injured.

K. C. W. TO HOLD REUNION

BROOKLYN, N. Y., Jan. 2.—On Saturday night, Jan. 20, the famous old Kings County Wheelmen, of this city, will have a reunion dinner at the Ormonde Cafe. Walter Sammis, A. S. Farmer, L. W Southwick, Charlie "Mile-a-Minute" Murphy, Billy Murphy, B. F. Rockwell, Harry Hall, George Needham and "Roaring Bill" Roberts are among those who will be on hand. Walter Sammis is chairman of the arrangements committee and all old members are requested to communicate with him at 784 Prospect place, if they desire to attend.

GRONKOWSKI A WINNER

BUFFALO, N. Y., Jan. 2.—Isadore Gronkowski, a member of the National A. C., won the feature bicycle race at the National Junior A. A. U. meet at the Third Artillery Armory (formerly the 65th Infantry Armory) last night. Gronkowski defeated Elmer F. Bundt, Alpha Fraternity Circle, and C. F. Muth, unattached, in the one-mile lap race in 2:13 3/5. In the other bicycle event, a one-mile handicap, J. W. Houck, National A. C., 90 yards, won from C. F. Muth, 35 yards; J. J. Gibbons, unattached, 85 yards, and L. F. Schreck, unattached, 50 yards, in the order named. The time was 2:12.

During the running of the final heat of the one-mile handicap, Tony Burke and L. A. Peterson locked handlebars and ran into a policeman. Peterson was badly cut about the face, arms and back, and the police officer suffered a broken leg.

LANDE WINS XMAS RACES

ABERDEEN, Wash., December 28.—Thirty riders competed in the bicycle races run on Christmas by the Aberdeen Bicycle Club. Walter Lahde, a likely youngster, won both the free-for-all at a half-mile and also the races reserved for boys under 15 years of age. In the free-for-all Robert McKiever finished second and Willard Hall ran third. Eugene Murphy finished second to Lahde in the races for the 15-year-olds, while third honors went to Otto Lato. A slow race, with 30 entrants, was accounted for by Richard Niemi, who was the only one that was not disqualified for infractions of the rules.

CHRISTMAS IN PROVIDENCE

Holiday Business Cleans Out Stocks of the Bicycle Dealers

PROVIDENCE, R. I., Jan. 1.—In most of the bicycle stores in this city Christmas business was never better, according to a canvass. B. A. Swenson, the Indian motorcycle man, was entirely cleaned out. Goodby-Rankin Company, Dawson & Company, The New England Cycle shop, and E. H. Sainsbury, were enthusiastic over their sales.

Swenson, handling Indians, said he could have used just twice as many. Said he: "It was the first year I ever had any Christmas business with the bicycle. Eddie, my son, played Santa Claus, and was going every minute delivering the machines. A simple classified advertisement in which I called attention to the fact I had bicycles for the boy of five to "daddy," brought me all the business. You may also say that the motorcycle business is booming, and it is going to be a big year."

INVENTS NEW BICYCLE RACK

MONTCLAIR, N. J., Jan. 2.—Charles J. Soleau, of this city, has had letters patent granted for a bicycle rack, which, the inventor claims will prevent the theft of the bicycles. The stand is made of piping, the stand being made an h shape. The device supports the bicycle in an upright position and locks it by means of a tube that extends across from one side member to the other inside of the bicycle wheel contained in the rack. A padlock prevents the removal of this tube from its locked position, and the device cannot be tampered with successfully with ordinary tools.

AICKELIN FINISHES FIRST

NEW YORK, N. Y., Jan. 2.—Fifteen members of the New England Wheelmen started in the annual New Year's Day race of the club, held yesterday over the Pelham Bay bridge course, a distance of about 12 miles. Eugene Aickelin won the race in 45:50. J. Palmier finished second in 48:35; George Polacsy was the third man to finish, his time being 51:30 2/5. R. Kissman finished in 51:30 4/5; E. Shindler in 54:30, and C. Sprauer, Sr., in 54:30 2/5. W. Maas, the last man to finish, covered the course in 54:35.

SANTA GAVE MOTOR WHEELS

MILWAUKEE, Wis. — Smith Motor Wheel dealers reaped a big holiday harvest this year. Hundreds of boys who usually get what they want, and who have been wishing and teasing for a Smith Motor Wheel, were made the happiest youngsters on earth Christmas morning. George Hoehn, Dallas, Texas, sold five wheels for Christmas gifts, and other dealers did equally well.

BICYCLE MEN CONFER

Ottawa Tradesters Gather at Dinner and Discuss Plans for Coming Season

OTTAWA, Ont.—Ten bicycle dealers of Ottawa, and other trade representatives, gathered at the New Russell House, Ottawa, a few nights ago to partake of a dinner and to exchange ideas.

The chief speakers were J. W. Gibson, Toronto, general manager of the Canada Cycle & Motor Company; C. M. Woodburn, Ottawa branch manager of the Dunlop Tire & Rubber Goods Company; George S. Braden, Eastern Ontario representative of the Canada Cycle Company, and H. G. Ketchum, one of the leading Ottawa bicycle men. The value of co-operation was emphasized by every speaker.

The local dealers present were: H. G. Ketchum, S. Oullette, George Bourne, A. E. Hurd, W. Blore, Herb Howe, J. Brousseau, Herb. Byshe, George Hardy and Lou Rollands.

TANNER'S SERVICE PLAN

London Dealer Guarantees Rapid-Fire Repairs—Active Bike Business

LONDON, Ont.—A. T. Tanner, a progressive bicycle dealer of London, East, has established a twenty-four-hour motorcycle or bicycle repair service. He has laid in a complete stock of accessories and guarantees to supply almost anything for a motor or pedal two-wheeler within a day's time. Further, his repair shop facilities are such that he promises the ordinary adjustment of a single-tracker within twenty-four hours. Tanner is making a special feature of his twenty-four-hour guarantee.

Tanner's first order for bicycles for 1917 delivery was for seventy-five wheels. He is the London East agent for the Perfect and Hyslop bicycles.

JENSEN WINS FIRST 1917 RACE

NEW YORK, N. Y., Jan. 2.—Edwin Jensen, who won the New Year's Day race of the Century Road Club Association last year, repeated his performance yesterday. Jensen beat out John J. Marquart in the sprint to the tape. L. P. Sattler finished third; Joseph Caldwell, fourth; Vito Cestone, fifth; Louis Grace, sixth; Gustav Hurray, seventh; Sylvain Segal, eighth; James Tomasulo, ninth, and Willard Knecht, tenth. The course was about 12 miles and Jensen covered the same in 46 minutes.

ROOS GETS BICYCLE SHIPMENT

OMAHA, Neb., Jan. 1.—Victor Roos, Harley-Davidson agent here, has received his first shipment of Harley-Davidson bicycles. Roos expects that at the end of the coming season he will have put the olive drab Harley-Davidson pedal cycles as much on the two-wheeler map as he has the motorcycle in seasons past.

SWENSON ADDS ROYAL FLYER

PROVIDENCE, R. I., Jan. 1.—B. A. Swenson has taken the agency for the Royal Flyer bicycle. A new stock of this make has just arrived and been placed in a brand new showroom, opened last week.

Repair Kinks and Shop Wrinkles

Leaks Which Cut Down Power

Where They Occur, Their Common Symptoms and How to Remedy Them and Stop Costly Power Losses

BY D. R. HOBART

QUITE a large percentage of the minor ills of the motorcycle motor are due to leaks of some kind. Most of these leaks are indicated by a reduction of the compression pressure, while others make themselves known by a falling off of power without any apparent change in the compression.

When the compression shows a reduction when the motor is either hot or cold, either some bearing surface is worn or some moving part does not fit properly, as a rule. In the drawing on this page is a section of a motor with arrows indicating the places at which leaks can occur and which all involve a lessening in the compression.

Exhaust Valve and Piston

The usual places for leaks in a motor which has seen considerable service are around the exhaust valve and along the piston. If the exhaust valve does not seat properly, the cause may be due to dirty or pitted face or valve seat, gummy stem which prevents the valve opening and shutting properly, a bent stem which acts in the same way and a worn guide which does not bring the valve down true on its seat. A bit of carbon which adheres to the valve seat will also cause a leak. Cleaning or grinding will effect a remedy, except in the case of the worn guide and the bent stem, which require replacement.

Next comes the piston with its rings. The slots in the rings often get into line and the compressed charge leaks through to the crankcase. Due to carbonizing, the rings may stick in their grooves, giving the same result. When rings are worn or the ends broken or burnt off, there is a decided indication of loss of compression, and in this case as well as in those mentioned above, the crankcase gets hot and the breather spurts oil regularly. These two symptoms should be looked for when the motor is running and the proper remedy made in each case.

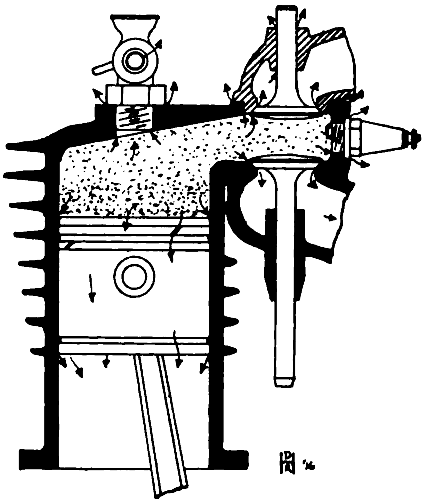
Wear in Cylinder

Another cause involving the piston is wear of the cylinder or of the piston itself. The remedy is regrinding and the putting in of an oversize piston and rings if the wear has been considerable. The same symptoms of hot crankcase and loss of power are manifested in a motor in which the pistons are too small for the cylinders, and at the present time there are a number of these on the secondhand market.

A fairly common cause of compression loss in old motors of the inlet-over-exhaust type is in poor fitting at the joint when the inlet valve dome dome fits in the valve chamber. A stain due to burnt oil generally gathers around the surface which leaks and there is a hissing sound at each compression and power stroke. It goes without saying that such leaks should be prevented by proper fitting of the dome, even to the extent of replacing it with a new one.

Inlet Valve Leaks

On side-by-side valve motors, a poor washer or excessive wear sets up leaks and these are indicated in the same way as around the dome of the inlet valve. An inlet valve which does not seat properly will let the compression escape, often with popping in the carburetor. In motors with a valve dome and exposed rocker arm, there may be leakage also around the valve stem, due to wear or the stem being out of line.



Points Where Leaks Occur

Right here I want to point out the risks run by purchasing parts not made by the factory. They rarely are of the same quality of material as that used by the motorcycle manufacturer and often do not fit properly at the ranges of temperature through which the motor has to pass in running under even normal conditions. Such being the case, the saving of a few cents is not warranted by the chances of having the motor perform poorly, as is too often the case, especially with a secondhand machine. If any rider wants to keep his machine in top-notch condition, and needs parts, he should get those made by the factory which turns out his machine.

Around the Sparkplug

Unless properly washered and unless the threads on the barrel fit properly those in the plug aperture, there will be leaks around the sparkplug. Usually a new washer will cure any escape of gas, but any old sparkplug will not fit the motor. Some of the "bargain-counter" plugs on the market not only do not fit properly in the apertures, but are of such inferior stock as not to last under ordinary service.

A cheap plug will often get loose in the insulation, and thus set up another means of leakage. Get standard plugs and washer them properly if you want the best service.

Then the Priming Cock

On old motors, the priming cock in the cylinder head gives trouble by leaking. Generally, the escape of gas is due to wear in the valve part of the cock, as shown by the arrow from the body of this device in the drawing. Priming cocks are too cheap to repair, so a new one should be obtained and fitted into place. Worn threads where the cock fits into the cylinder head offer another means of losing compression.

On motors with separate head, one of the chief places at which compression is lost is at the joint between head and cylinder. A ring of dark colored deposit as well as a whistling noise indicates leakage at this place. The remedy is a refitting of the surfaces to each other or a new head, if the cylinder is sound.

In looking over a motor for leaks, the oil can is a mighty handy helper. When the oil is squirted along a surface which is suspected of not being gas-tight, bubbling will show up the leaks and the proper remedy can then be quickly made. Saliva is also useful for the same purpose.

So far, we have only considered those leaks which affect the compression. There are others which reduce the power of the motor by diluting the mixture before it enters the cylinder. One of the most common of these is a leak in the inlet pipe joint, where it attaches to the cylinder or valve dome, as the case may be. The motor may be hard to start or will not run well at low speeds. The oil or saliva method of detection should be used on suspected joints and the threads should be red leaded to prevent further trouble.

Inlet Pipe Faults

Not so common are leaks in the connection between the carbureter and the inlet pipe, but these are just as effective in making the motor run poorly. A more mysterious leak which lets in the air occurs when the throttle stem wears its bearing oval, or when the throttle barrel on certain types of carbureter works loose in its seat. In either case, it is best to communicate with the carbureter maker as regards a remedy, or a new part for the carbureter.

In old carbureters of the lift-needle type, the needle has been found to wear the hole through which it works, so that the mixture is diluted. Sometimes, an adjustment of the needle to give a more gasoline will permit of correct running under these conditions, but at the expense of gasoline consumption.

There are other leaks which cause loss of power, but most of these are beyond the power of either rider or repairman to remedy, needing a new part in each case.

Questions and Answers

WILL HAVE NO EFFECT

I WISH to increase the speed of my motor and think that retiming the magneto will do the business. I expect to put in a larger gear next to the one on the crankshaft and am asking you if you think that this will give me the desired increase.

Brooklyn, N. Y. H. K. P.

We certainly do not think this will give you what you are looking for. In the first place, there is no room for a larger gear in the place you mention. Secondly, the use of a larger gear will not have any effect on the timing in the position you propose to put it. The intermediate gear in a train of three has no effect on the relative rotation of the other two. If you wish to retime to get an increase in speed, set the magneto drive gear back one notch in relation to its present position.

FOR LICENSES

PLEASE give me the names of the proper persons to apply to for motorcycle licenses and for copies of motor vehicle laws in New York, Pennsylvania, Delaware, Maryland, and the New England States.

Newark, N. J. DOUGLAS C. AUSTIN.

For New York, apply to the Secretary of State, Albany, N. Y., or to the Bureau of Motor Vehicle licenses, Secretary of State's office, 227 West 74th street, New York City. For Pennsylvania, apply to the State Highway Department, Harrisburg, Pa. For Delaware, Secretary of State, at Dover. Apply to the Commissioner of Motor Vehicles, Baltimore, for Maryland.

In Connecticut, write the Secretary of State, Hartford, and in Maine, the corresponding official at Augusta. For New Hampshire, address the Secretary of State at Concord. Communicate with the Automobile Department of the Massachusetts Highway Commission, Boston, for Massachusetts. For Rhode Island, write the Automobile Department, State Board of Public Roads, at Providence. The Secretary of State, Essex Junction, should be applied to for Vermont licenses, etc.

READJUST CONNECTION

MY clutch will release on low speed and neutral with ease on my three-speed machine, but will not do so on intermediate and high. On shifting to the latter positions, I frequently snap the final drive chain.

Bristol, Pa. B. E. S.

See that the cable connecting the interlocking finger with the clutch connection is not loose at either end, and that the finger works easily in and out of the notch in the shifting quadrant at each position of the gears. It may be that the quadrant has shifted slightly on its axis, which will make a withdrawal of the finger difficult. In the latter case, readjust the quadrant to a better position. It might be well to look over and adjust the connections between the shifting hand lever and the gear box.

CLOGGED FILLER VENT

HAVING had a good season's use of my two-stroke motor and after overhauling it for the winter, I find that the motor now runs for a few minutes and then stops, only starting again after vigorous pushing. The magneto gives a first class spark and when the motor runs the mixture is correct.

New York. J. A. RICHARDSON.

We figure that the little hole in the standpipe of the filler cap is clogged and suggest that you clear it at once. If this does not have the desired effect, unscrew the milled head at the top of the carbureter and withdraw the head with the air and throttle slides carefully. Unscrew the jet nozzle and blow through it from the opening toward the base to clear it of any foreign matter. In reassembling the carbureter, put a little 3-in-one oil on the slides and insert them carefully.

WRITE MAGGINI & PERKINS

I WOULD like to get some information concerning the "Baby Racers" made for Art. Smith, the aviator. Please give the address of the concern making them.

PHILLIP M. CARPENTER.
Peace Dale, R. I.

About the only information we have on these cars is that they were made by Maggini & Perkins, Harley-Davidson agents, in San Francisco, Cal. The cars had Harley-Davidson twin motors for powerplants. They were built to Smith's orders, and as far as we know there were no others constructed. We suggest that you write Maggini & Perkins regarding the matter.

WRITE E. A. LABORATORIES

PLEASE give me the name of the maker of the Gloriaphone, now sold abroad, but evidently made in this country.

New York. L. L. BIEGLE.

We think that the horn is made for export trade under that name by the E. A. Laboratories, Broadway & Wyeth avenue, Brooklyn, N. Y., and suggest that you communicate with that firm.

WHY CHAIN DRIVE IS USED

PLEASE tell me why practically every standard motorcycle uses chain drive instead of shaft drive, when the latter is so successfully used on automobiles.

New York. B. R. NYHAGEN.

Chain drive is much more efficient than shaft drive, the chains transmitting as much as 93 per cent. of the power as compared with less than 70 per cent. in the shaft transmission. There are bevel gears at the rear of the drive shaft and these exert a thrust on the rear axle from left to right. This thrust cannot be properly taken care of at the ends of the rear frame, and the result is poor operation in the long run. Furthermore, a chain drive is much more economical to produce than a shaft drive.

On the automobile, there is a long axle rotating in a casing, and any thrust can be taken up against this casing very effectively. In the automobile, the motor has its crankshaft fore and aft, so that the shaft drive offers the best means of transmitting power to the rear axle. In most of the motorcycles now in use, the motor crankshaft is at right angles to the line of the frame and the chain drive is in a straight line without the interposing of bevel or worm gears to eat up some of the power. Hence the use of chain drive on motorcycles.

BLOCK UP THE CAM

ON the machine which I bought a short time ago, I find that one cylinder misfires regularly, except at high speeds. Testing both plugs shows that they are all right, and the explosive mixture shows a blue flame when the cut-out is opened. At high speeds, the machine runs finely.

St. Louis, Mo. J. B. WEBB.

As your machine has seen some service, it is possible that the contact-cam corresponding to the cylinder which misses is bedded down in the ring on the contact-maker casing. Block up this cam with thin paper until it is of the same height as the other, and we think that you will find the trouble cured.

WILL PULL A SIDECAR

I PROPOSE attaching a sidecar to my twin single-geared machine for use in winter riding and would like to know if the machine will do the work or whether a two-speed gear is needed. If the machine will pull the sidecar, what gear ratio should be used.

Pittsburgh, Pa. AMOS WILKINS.

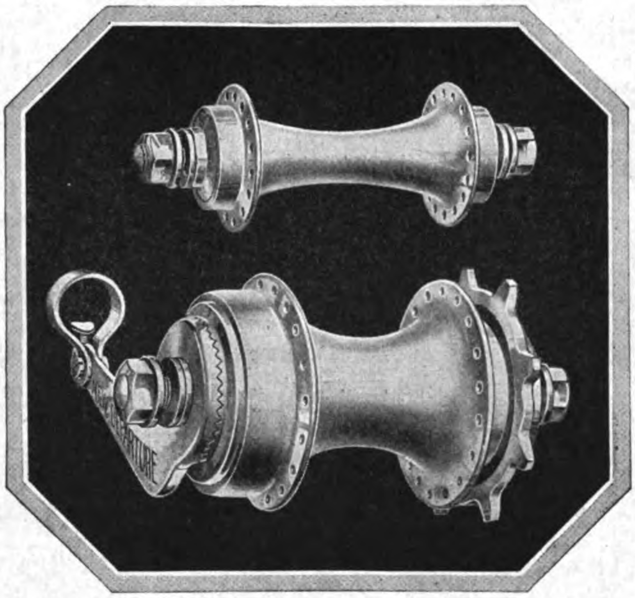
Your twin will pull a sidecar along nicely with a gear ratio of 4¾ or 4⅞. Put a 35-tooth sprocket on the rear wheel when the sidecar is fitted. It is not necessary to fit a two-speed gear, although one will come in very handy, especially in snow or deep mud.

IT IS THE AUTOPED

SOME time ago, a picture was published of several girls riding little two-wheeled vehicles on a beach. I would like to know the name of such a vehicle and where one can be obtained. Also advise me as to the price, if possible.

Reading, Pa. J. G. NEUBLING.

The vehicle referred to is the Autoped, manufactured by The Auto Ped Company of America, Long Island City, N. Y. It sells for $95.



The noticeable tendency of Bicycle Manufacturers towards New Departure equipment shows clearly an ever growing confidence in this coaster brake.

It's good sound business sense.

When a customer finds your wheels equipped with New Departures "fore and aft," he instinctively feels that the rest of the bicycle is built with the same care for safety and endurance.

The graceful concave lines of the "New Departure Twins" give a finishing touch of beauty and strength to the wheel.

And with the brake goes the well known New Departure *guarantee,* made famous years ago as a holeproof, "quibbless" and iron clad assurance of satisfaction.

Buy the bicycle equipped with a New Departure
the brake that brought the bike back

THE NEW DEPARTURE MANUFACTURING COMPANY, BRISTOL, CONNECTICUT

Columbia

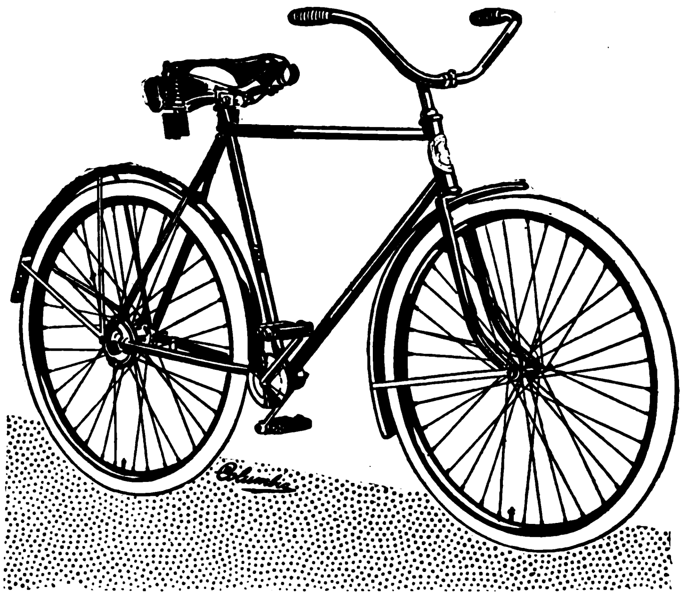
Superb

The Leader of the Line

The highest example of chain bicycle construction ever developed. The perfected result of thirty-nine years of continuous manufacturing experience. A bicycle that upholds the remarkable reputation that Columbia bicycles have established in all parts of the world.

You can offer the Columbia Superb to your customers with the knowledge that it is absolutely the finest chain bicycle built. Its Shelby seamless steel tubing—its Pope Patented Spun Head—its Columbia Two-Piece cranks—all the famous Columbia points of construction are found in this, the Master Bicycle.

Around it are grouped a number of attractive Columbia models, among them being: the Chainless, Motobike, Daily Service, the Roadster and Juvenile models. The prices have a sufficient range to place a Columbia within reach of every prospect.



Standardize your business this New Year by selling the standard bicycle of the world. Order your Columbias now. Dealers everywhere are doing it.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Avenue **Westfield, Mass.**

Makers of Pope Motorcycles

NEW HARLEY-DAVIDSONS REACH LONDON

British House Accommodates Government and Is Rewarded with War Office Permit to Import Limited Number

LONDON, England, Dec. 19.—Despite the fact that the importation of American motorcycles into Great Britain has been prohibited by the War Department for the past eight or nine months, the Harley-Davidson Motor Co., of Newman street, has received a shipment of the new 1917 olive drab machines; the greater part of the shipment consisted of the three-speed, twin, electrically equipped models.

The permit for the importation of the machines came about as a direct result of the fact that the Harley-Davidson company was in the enviable position of being able to supply the government with a quantity of motorcycles from its stock at a time when the machines were most earnestly needed and were not procurable from British manufacturers.

By way of partially repaying the Harley-Davidson folk for the loss of this stock of machines which were intended for retail sales, the permit to import the new models to an amount equal to the number of machines taken by the government was granted by the War office.

ARTLEY AFTER RECORD

Back With Henderson He Attempts to Break 24 Hour Sidecar Mark

LOS ANGELES, Cal., Dec. 27.—Roy Artley is back in the Henderson camp. Today he started with a stock machine and sidecar, with Allan B. Monks as passenger, under F. A. M. sanction, to ride against the new 24-hour mark for sidecar. Artley's machine carried the regular stock Henderson equipment, except that he used Wright plugs. He carried Firestone tires and tubes, Pullman sidecar, and used Valvoline oil.

Starting at 11:15 a. m., Artley went south on the San Diego highway, planning to make his run from Los Angeles to San Diego and return, then repeat up to his time limit. At 5 p. m. a heavy fog set in, making the asphalt pavement dangerous for any speed at the turns.

McCLEERY SIGNS FOR 1917

KANSAS CITY, Mo., Jan. 4.—Walter McCleery, agent for Indian motorcycles at Rossville, Kans., recently visited the Indian Motorcycle Sales Company here, presided over by Al Crocker, for the purpose of giving the 1917 models the once over and placing his order. Mr. McCleery was accompanied by his wife and both were enthusiastic over the business done during the past year and the prospects for the coming season in their territory.

NEW WASHINGTON HIGHWAY

SEATTLE, Wash.—During the coming year another new road will be opened across the State of Washington, known as the Evergreen highway, and will connect on one side with the highway system of Idaho and on the other with the highways of Oregon. The new road has been fathered by the Interstate Highway Association and it is planned to build the road and maintain it so that it may be used the year around.

ERIE M. C.'S STAFF FOR 1917

ERIE, Pa.—The Erie M. C. has elected the following officers for 1917: O. R. Sonneson, president; Wm. Edwards, vice-presiden; A. D. Beckman, secretary; R. J. Oboth, financial secretary; F. F. Farrell, treasurer; Lamont Vance, captain; H. C. Schaefer, lieutenant. The executive committee is made up of Messrs. Sonneson, Edwards, Oboth, Beckman, Farrell, Vance, Schaefer, O. H. Busche and T. L. Mowery.

This is Mr. Sonneson's second term as president; Mr. Edwards' third year as vice-president and Mr. Beckman's sixth year in the capacity of secretary.

DEWEY OPENS UP

Takes the Excelsior Agency in Omaha in Partnership with Cousin

OMAHA, Neb., January 2.—W. E. Dewey, who has been connected with motorcycling, both trade and sport, almost since its inception in these parts, has opened up a motorcycle store of his own. He has taken the agency for the Excelsior for Omaha and the neighboring territory and has already received his demonstrator.

Dewey, who in the past has been a motorcycle dealer, but who drifted away from the line, has been anxious to get back for some time past. An opportunity came when his Uncle Bill, from Indiana, a well to do farmer, decided it was about time to start his only son and heir in some business and offered to finance Dewey's motorcycle agency, provided he would take his cousin in as his business partner.

READING M. C. SMOKER

READING, Pa.—The Reading M. C. held a well attended smoker December 29, and at a preliminary business meeting took in three new members. Souvenirs were presented to the members, their wives and other guests, during the evening, Albert Rhoads acting as Santa Claus.

NO WINTER LULL FOR BUNKIN

NEWARK, N. J., Dec. 30.—Manager Bunkin, of the Haverford Cycle Company's local store, disposed of four Smith Motor Wheels during the past month and has delivered three of the new series 18 Excelsior motorcycles. He has deposits on six more, but these purchasers are not eager to battle with the wintry blasts.

A Smith Flyer is on view in the store, and is attracting a lot of attention from young as well as old.

WEED RETURNS FROM TRIP

KANSAS CITY, Mo.—R. A. Weed, of the Saufley Supply Co., has just returned from a flying trip through southern territory: "I found it just about as easy to line up new dealers as it was to obtain orders from our old customers," said Weed on his return, "so it is unnecessary to say that my trip was a success."

WANT NEW LICENSE LAW

Denver Motorcyclists to Ask for New Motor Legislation

DENVER, Colo., December 30.—Motorcycle riders of this state are preparing to ask the State Legislature to make a new law relative to the granting of motor licenses. Automobile owners are also backing the movement. Under the present law a man who buys a license on December 20 pays the same amount as the man who got his license the first of that year, although it is good for but 11 days. The law makes no provision for a scale for license fees whereby a man getting one late in the year is given a discount for the months in which he cannot use it.

It is urged that a new law be provided whereby the amount charged for motor vehicle licenses will be graded according to the number of months in which the machine is used during the year. It is thought that this form of license fee will be far more fair to all concerned.

FIFTY HOLIDAY BICYCLE SALES

ROCHESTER, N. Y.—The Merkel & Spacher Co., Inc., local Excelsior and Henderson dealers, report unusually active holiday business. They lined up quite a few live prospects for spring deliveries of motorcycles, and also disposed of nearly 50 bicycles during the Christmas period.

MINER GETS HIS DEMONSTRATOR

ROCHESTER, N. Y.—The George L. Miner Co., local representative of the Indian motorcycle and Smith Motor Wheel, has just received a new Indian demonstrator. In common with other Rochester dealers, the Miner Company reports excellent holiday business.

WAGNER-DOLPH HOLIDAY CARDS

ROCHESTER, N. Y.—The Wagner-Dolph Co., Inc., local Harley-Davidson and Cleveland agent, sent out attractive Christmas and New Year cards to their patrons. The cards were suitably inscribed with an expression of the firm's gratitude for the excellent patronage received during 1916 and a promise of continued service for the new season.

Among holiday sales of bicycles by the Wagner-Dolph Co. was one to Commissioner of Public Safety Hamilton. Mr. Hamilton bought one of the new Harley-Davidson bikes as a gift for his son.

EMBLEMS AS XMAS GIFTS

KANSAS CITY, Mo., Jan. 3.—The holiday season just past was an unusually successful one, according to Fred Ames, local Emblem dealer. Ames was especially interested in the fact that several Emblem lightweights were purchased by parents as Christmas gifts for their sons. "It has been customary in the past to concentrate on bicycles and accessories during the Christmas season, but hereafter I am going to give a lot of attention to holiday motorcycle business."

LEE RETURNS TO LOS ANGELES

LOS ANGELES, Cal., Dec. 26.—Tennant Lee, manager of the Henderson Motorcycle Sales Co., is back in Los Angeles after a month's trip through Arizona.

News of the Dealers

WOODS MAKES A PLEA FOR FAIRNESS

Trenton Dealer Argues That Most Other Outdoor Sports Involve as Much Dust and Dirt as Motorcycle Riding; Gives Examples

TRENTON, N. J.—R. S. Woods, who been handling the Harley-Davidson in Trenton for the last three years, has just movel into new quarters at 115 Hanover street, where he has considerably improved facilities to meet the demands of his patrons. Woods reports that during the past year he sold 72 of the 1916 machines, 21 sidecars and 84 used motorcycles.

Mr. Woods held the formal opening of his new store on the evening of December 30, at which time he passed out to visitors a neat pin bearing the trade-mark of the company. The pins were supplied with the co-operation of the Harley-Davidson company.

A Comparison of Sports

In discussing the future of the motorcycle with a representative of **Motor Cycle Illustrated** a few days ago, Mr. Woods "took a shot" at the generally accepted idea that a power two-wheeler is necessarily a dirty vehicle. "Motorcycle riding does not involve any more dirt-gathering than automobiling, or other lines of outdoor sport," he argued, "and if we make a fair comparison we find that some other branches of sport do not leave the participant as clean as the motorcycle does after an ordinary run.

"The man who goes gunning attires himself for rough travel and expects to get dirty, and he does; the fisherman comes back after a day's angling looking very much as if he had just left the trenches in France; the baseball player acquires a layer of perspiration and dust and needs a showerbath after every game; football is acknowledged to be a mud-burrowing game, and even the autocratic automobilist is far from clean after a trip of fifty miles or so over the average country road.

"It is expected that the rider of a motorcycle will wear a suitable costume, just as the participants in most other sports do. He needs a suit, a cap, appropriate leggings and goggles. Thus attired he can get over the road without accumulating any more dust or dirt than the automobilist. I will guarantee to ride a motorcycle at any time, wearing a linen collar and all the other habiliments of civilization, and keep just as clean as my competitor in the motor car.

"The automobilist is somewhat envious of the motorcyclist's ability to travel farther in ten hours of daylight than the auto can, and that's one of the reasons back of all this talk about 'dusty and dirty motorcyclists.' The auto user is also a little peeved over the fact that the motorcyclist gets from 50 to 60 miles out of a gallon of gasoline, while the motor car can do only 10 or 15, at the outside, 20 miles on the same amount of the precious fuel.

Expect Big 1917 Increase

"In 1915 we had an army of 9,000 motorcyclists in New Jersey," continued Mr. Woods," and in 1916 we increased the number to 12,000. Most of the licenses taken out were used by riders who employed their machines in pleasure service only. Just what we will be able to do in Jersey in 1917 is conjectural of course, but there is no good reason why our riders should not number at least 15,000 before the close of the year.

SELLS 'EM BY MAIL

Providence Henderson Dealer Lands Sale to Woonsocket Merchant by Letter

PROVIDENCE, R. I., Jan. 1.—A. G. Graham, one of the officials of the Taft-Pierce Co. in Woonsocket, has placed an order with the General Motorcycle Sales Co. here for a 1917 Henderson to be delivered April 1.

Graham did not come to the store to buy. He enclosed the usual deposit in a letter and mailed it to Halladay, stating his demands briefly for the machine.

HARLEY-DAVIDSON
HENDERSON
READING-STANDARD
will all use

The "Exide" Battery

on their 1917 electrically equipped models

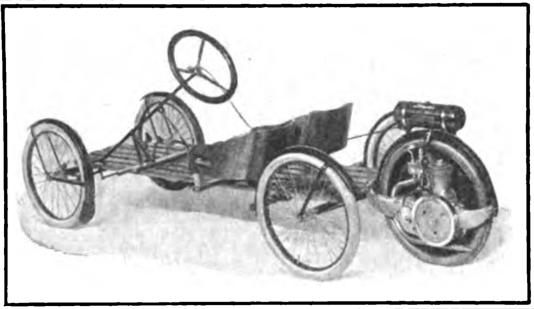
"Exide" Battery, Type 3-ZA-5
with cable type terminals

The use of "Exide" batteries by these three prominent motorcycle manufacturers is a strong endorsement of the high quality of this battery. Why not equip your motorcycle with an "Exide" Battery?

There are hundreds of "Exide" Service Stations ready to serve you

THE ELECTRIC STORAGE BATTERY CO.
1888 PHILADELPHIA, PA. 1916
New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston
St. Louis Atlanta Washington Minneapolis Detroit Toronto

NEW YEAR PROSPERITY



—is not merely "war prosperity" for Smith dealers. It's the steady, consistent all-year-round, day-in-and-day-out kind of prosperity that the Smith Motor Wheel and Smith Flyer bring to your business. The kind of prosperity that strengthens your business and builds it up, the kind that increases sales in every other line, and the kind that lifts your store above every competitor's store and makes *your* store *the* store in your town.

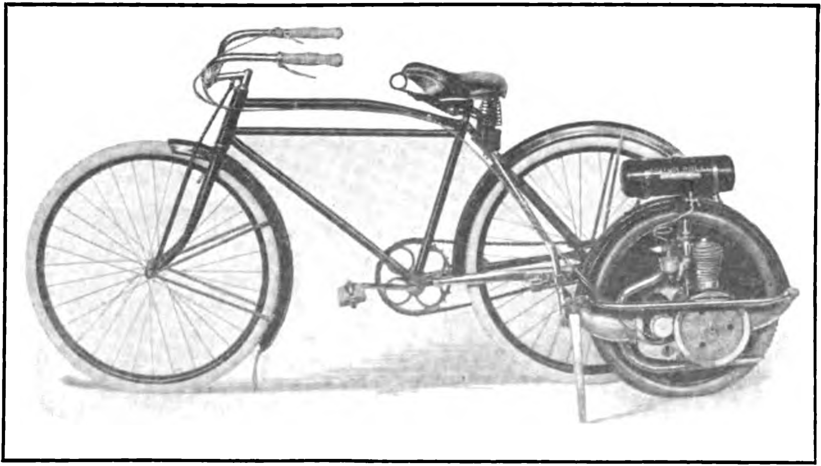
Your first New Year resolution should be: "Resolved that I will handle the Smith Motor Wheel and Smith Flyer this year, and that I will start now to investigate the Smith profit proposition to me by writing for it today." That's a good resolution, but *do it now.*

A Happy and Prosperous New Year to You

MOTOR WHEEL DIVISION

A. O. SMITH CORPORATION

MILWAUKEE, WISCONSIN



More News of the Dealers

WON'T MAKE TRADES

Henderson Dealer Decides to Cut Out the Exchange Sales

PROVIDENCE, R. I., Dec. 30.—Manager Halladay, of the General Motorcycle Sales Co., said today that his company would discontinue the taking of old machines in exchange for new Hendersons after the first of the new year.

This, he explained, was because the company had already taken an extremely large number. When asked yesterday how business was, Halladay laughingly replied: "We're knocking 'em dead."

HALLADAY'S DELIVERY

Henderson Dealer Puts Four Sidevans in Service and Opens Special Office

PROVIDENCE, R. I., Jan. 1.—Manager Halladay of the General Motorcycle Sales Co., has founded and got under way a new parcel delivery service which promises to revolutionize this sort of business here.

He has engaged four men, formerly in the special delivery division of the Providence Postoffice, and given them 1917 Hendersons. Previous to organizing, Halladay made a personal canvas of all the stores in the city. When sounded, the merchants responded freely. The result is, with the service running less than a week, enough customers have been found to keep the outfit running eight hours a day.

An office has been opened next door to the General's salesrooms for the reception of parcels. Halladay is of the opinion, however, he will open a place nearer the business section, although he says but little time is lost with making collections.

COMMERCIAL SALES

Providence Indian Dealer Makes Two to Special Mail Carriers

PROVIDENCE, R. I., Jan. 1.—B. A. Swenson has sold two Indians with sidecars for use in the special delivery mail service here.

He has just delivered one to John Stolarz, an official at Fort Greble, and one to John Girvin's Harley-Davidson repair man, at Westerley. Fall River has been added to his territory. John B. Gaudeau will be in charge of the store in that city.

BURNETT JOINS BROTHER

Both Now Interested in Harley-Davidson Sales Co. of Providence

PROVIDENCE, R. I., Jan. 1.—R. L. Burnett, brother of W. N. Burnett, manager of the Harley-Davidson Sales Co. here, has joined the firm. The former said to-day that the bicycle business for Christmas did not materialize because of a freight embargo which held up the arrival of this Harley-Davidson bicycle line until the day before Christmas.

Had the shipment reached Providence earlier Burnett is confident that the bicycle sales would have boomed in good style.

EMULATES SANTA CLAUS

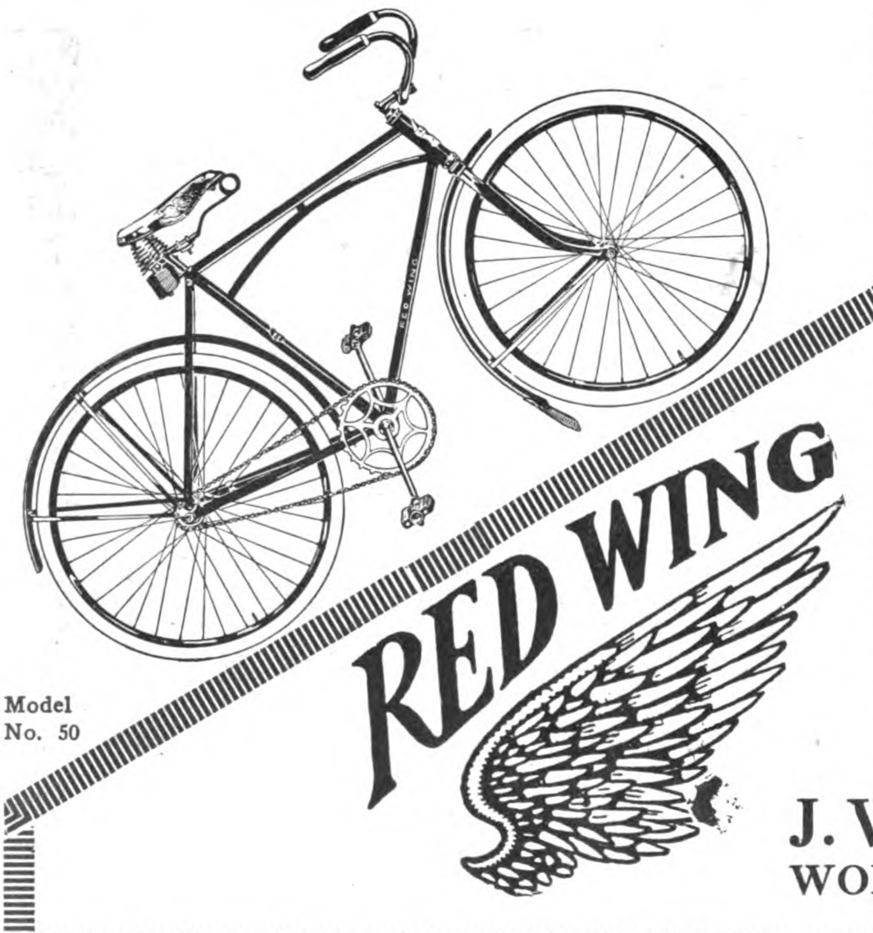
Peekskill Dealer Distributes Clothing, Food and Playthings

PEEKSKILL, N. Y.—J. LeRoi Wilding, who handles the Harley-Davidson and Cleveland here, let himself in for a deal of favorable comment and publicity by playing the part of Santa Claus to a number of homes of the needy Christmas day.

Wilding got out his Harley-Davidson demonstrator and sidecar despite the deep snow and distributed food, clothing and playthings from the Community Christmas tree which was provided by the United Charities of Peekskill.

SCHUETZ INTRODUCES MOTOR-SLED

SO. MANCHESTER, Conn.—Richard Schuetz, of 38 Cooper street, the local Harley-Davidson agent, is now driving the first motor-sled over the roads of this city and vicinity, and is attracting a great deal of attention. In a speed trial at Globe Pond Schuetz and a companion, William Knoll, managed to travel at 45 miles an hour.



Model
No. 50

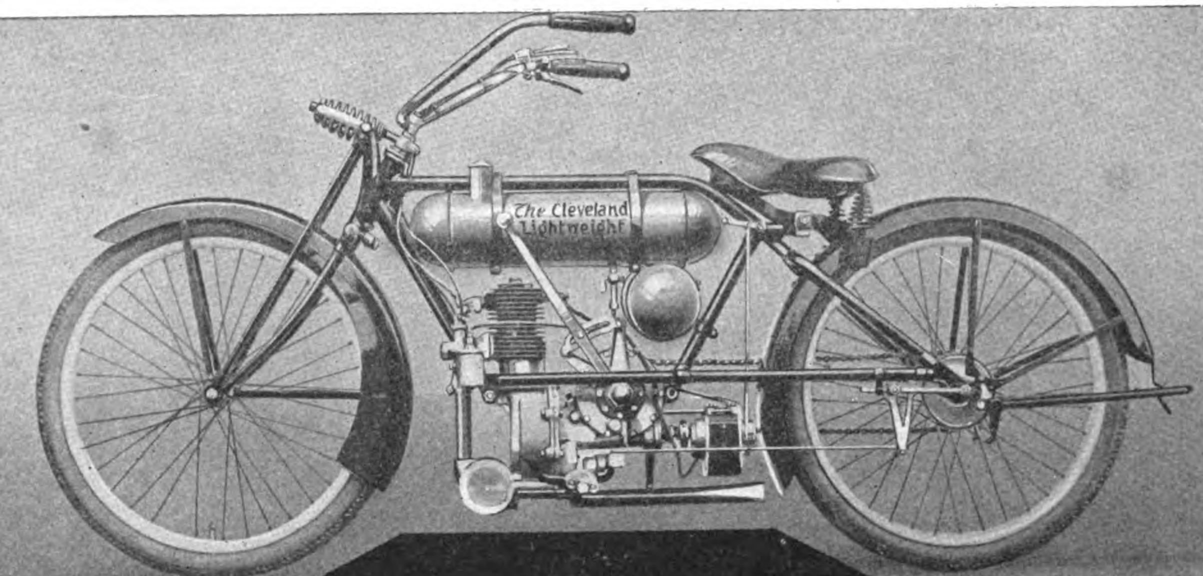
Bicycles That Create a Desire and Fulfill It

Look at this model No. 50 of the RED WING LINE. Beauty, speed and endurance are written into its every line.

Dad loosens up with his change when he sees the Red Wing line because he recognizes good bicycle value and he knows Red Wings always fulfill in service what is indicated by their quality construction. Dad knows 'cause he bought one last year.

Fully illustrated catalog, free.

J. W. Grady & Co.
WORCESTER, MASS.



Look at these Lines

With the Lightweight idea sweeping the entire motorcycle field—breaking in at every point—taking all kinds of dubious and experimental forms—where can you find a tried and finished product that has the beauty of the Cleveland Lightweight?

Structural fitness gives it a pleasing appearance. It looks right because it is right. Your eye tells you it is durable, dependable, correct at every point. And what your eye can't see is told in the praise of dealers and riders who know its unbroken history of satisfactory service.

75 MILES to the gallon

Practically the same model for 1917 as made good in 1916. Efficient kick starter optional at $10.00 extra. Weight about 150 pounds. Two-stroke engine, Bosch magneto; S. K. F. Ball Bearings, Brown & Barlow Carburetor; straight line worm drive; aluminum castings; drop forged frame fittings; everything best quality. Price $160.00. With kick starter $170.00.

It's no wonder that The Cleveland Lightweight is the easiest motorcycle to sell.

THE CLEVELAND MOTORCYCLE MFG. COMPANY 7211 Platt Avenue
CLEVELAND

The Cleveland Lightweight

775724

Speaks Up for Endless Tube

Indiana Dealer, Answering Wallace Stuart, Says It Is Preferable to Butt End Type—Tells Why

QUITE evidently our good friend Wallace Stuart raised a debatable point when he wrote that article concerning the advisability of motorcycle manufacturers supplying butt end tubes in place of the endless type which now are universally fitted on new machines.

From Bruce J. Rathbun, who is a rider as well as a dealer at Orland, Ind., comes the following letter in which the rider speaks up for the endless tube with every bit as much vigor as Stuart used in his little treatise on the benefits accruing from the use of the butt end type; which simply goes to prove that there are two sides to every question.

Rathbun's Letter

Editor **Motor Cycle Illustrated:**

I have just been reading the article of Wallace Stuart on the question of butt end tubes for motorcycle use and must say I cannot agree with his view of the matter.

I have been riding motorcycles since 1909 and have had experience with various makes of tubes in both butt end and endless styles. What Stuart says about taking out the endless kind and putting in a new one of the same kind is true; but it is not often that one has a puncture or blowout that he cannot find and repair without removing the whole casing.

I usually take off about eighteen or twenty inches of the casing at the place where I find the tack or nail; pull out the tube, put on a patch and reverse actions, inflate tire and am soon on my way again.

Of course I always have an extra tube with me for emergency use; but never the butt end kind. And I never use it when I can make a quick repair to the one in the casing.

Reason for Preference

Now, some folks may wonder why I do not prefer the butt end tube. But this is my reason and only real good reason: The tendency for the butt end tubes is to blow out at the ends. My idea is that the air within a tube should and does (in the endless tube) circulate around the tire in a direction opposite to which the wheel rotates.

Now, we will suppose that you are using a butt end tube, and that you have it inflated rather hard to bear the heavy load you are carrying. Imagine the air rushing into the end of the tube every time the wheel turns over for a few thousand times! Naturally the tube begins to weaken, and some day when you are in just a bit more of a hurry than usual you drive across the railroad tracks or hit a stone at just the right spot on the casing just back of the end of the tube, and, "Bang!" goes a hole in the end of the tube.

Here's where you have to put in a new tube, because the old one won't be worth fixing. You could fix it but it would repeat again in a few days, and frequent blowouts in your tubes soon call for a new casing.

Less Trouble from Blow-outs

With endless tubes blowouts are not near so apt to occur, because the air does not "pocket" in the end, and the pressure remains nearly the same.

For myself, I hope manufacturers will continue the use of the endless tubes. This is a question which seems to me should be put up to the riders, and this is the reason I have seen fit to disagree with Stuart. I would like to see others express their views through the columns of **Motor Cycle Illustrated.**

BRUCE J. RATHBUN.

FOR GAS COMPANY

California Lighting Concern Takes Two More Motorcycles

LOS ANGELES.—The Southern Counties Gas Co. has once again placed an order for Harley-Davidson motorcycles for use in its service work.

This order makes the ninth machine that the Gas company has bought from Passmore & Sayer for the use of its trouble shooters and turn-on men. The order calls for two single cylinder two-speed machines.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

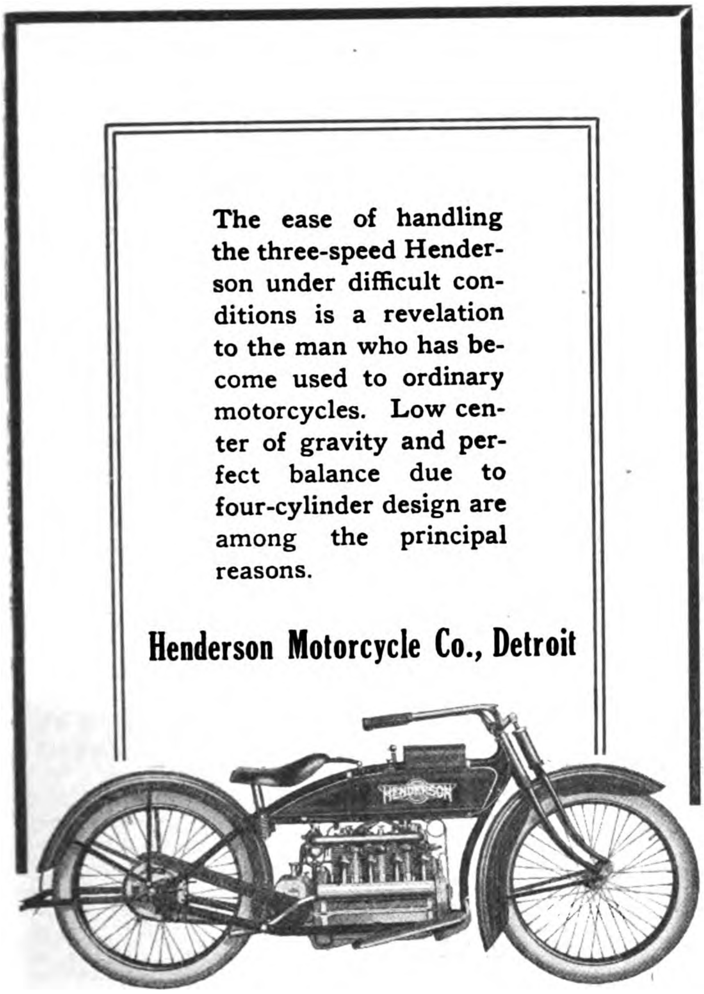
We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

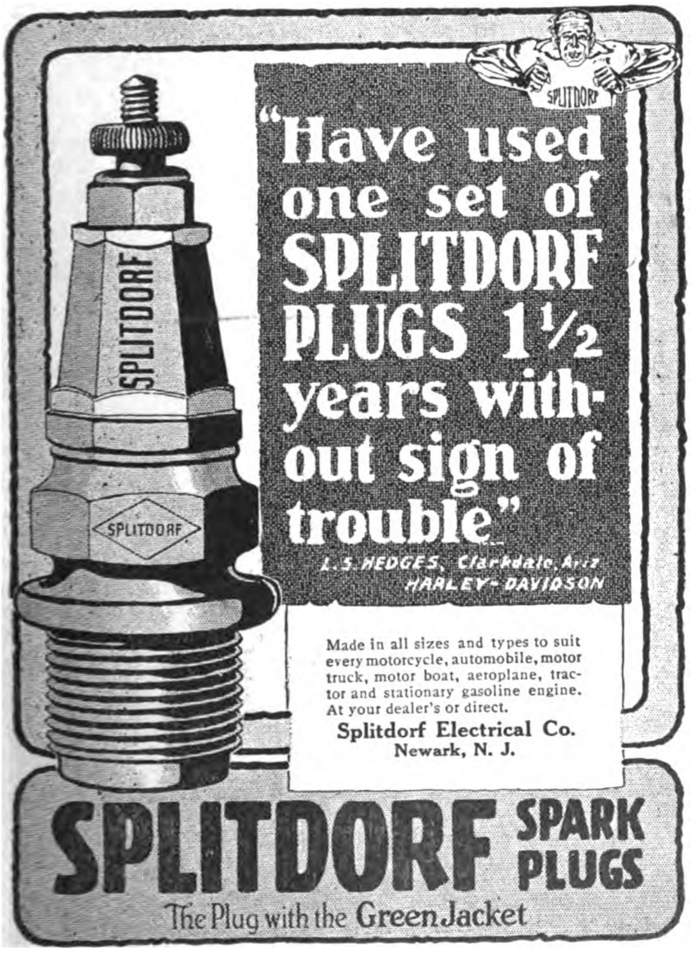
The Standard Co.
TORRINGTON - CONN.

E Spokes



The ease of handling the three-speed Henderson under difficult conditions is a revelation to the man who has become used to ordinary motorcycles. Low center of gravity and perfect balance due to four-cylinder design are among the principal reasons.

Henderson Motorcycle Co., Detroit



"Have used one set of SPLITDORF PLUGS 1½ years without sign of trouble"

L. S. HEDGES, Clarkdale, Ariz
HARLEY-DAVIDSON

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS

The Plug with the Green Jacket

1917
Motor Cycling & Bicycling Adv. Service

THE NORMA CO. OF AMERICA

Extends to You the Season's Greetings

We thank you for your business that helped make 1916 a good year for us. We trust that "NORMA" Ball Bearings helped make it a good year for you. We promise you heartiest cooperation toward making 1917 an even better year. We earnestly wish, by service rendered and quality maintained, to strengthen the ties of friendly business with old customers and to win the confidence of new ones.

During 1917—as in years past—be sure that your magnetos are "NORMA" equipped.

THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK

ROAD WORK UNDER FEDERAL SUPERVISION

Uncle Sam's Men Assist in Construction of 561 Miles of Roadway Throughout the Country During Last Fiscal Year

WASHINGTON, D. C.—During the last fiscal year, nearly 5,000,000 square yards of roadway, the equivalent of 561.90 miles of road, 15 feet wide, were constructed under the supervision of Federal road specialists. This is more than double the mileage so construed in previous years, and includes experimental, post, county and national parks and forest roads. The expenditure entailed for this purpose was chiefly for engineering services and supervision, the communities, except in the case of forest and park roads, meeting the bulk of the cost for material and construction.

Eight of the eleven post road projects, for which a special appropriation had been made by the post office appropriation bill of 1912, were completed, bringing the mileage of the completed roads under the special project to 397.6 miles. These are in seven states and traverse 15 counties.

The office of Public Roads and Rural Engineering of the U. S. Department of Agriculture made studies and recommendations for improving the complete road system of 32 counties, assigned engineers to inspect specific roads and advice as to their treatment in 113 communities, and specially assigned seven engineers to assist state departments of roads and other state agencies dealing with roads and road materials.

INDIANA SAFEGUARDS THE GRAVEL ROADS

New Law Specifies Weights Which May Be Carried in Wet Weather on Various Widths of Tires; Fines for Offenders

INDIANAPOLIS, Ind.—With a view of protecting her roads, many of which are of gravel construction, during wet weather, Indiana has just passed a somewhat novel law to regulate the weights that may be carried over the highways on certain widths of tires.

Any person hauling more than 2,500 pounds on tires less than 3 inches wide, more than 3,000 pounds on 3 to 4-inch tires, more than 3,500 pounds on 4 to 5-inch tires, and more than 3,800 pounds on tires 5 inches or over, is liable to a fine of $5 to $50 for each load hauled. The statute gives the local road officials police power to arrest any offender against this law, and to encourage such arrests the official must be paid a fee of $2 for each person he arrests who is convicted.

Many roads are damaged by neglect as well, and so the Indiana law givers have provided that any local road official who does not maintain the bridges and highways in his charge in as good condition as the means at his disposal permit, shall be find from $5 to $100.

ROCKFORD M. C. ELECTS OFFICERS

ROCKFORD, Ill.—At a meeting of the Rockford M. C. last Friday night all the old officers of the club were reelected with the exception of the secretary. The officers are: R. A. Croon, president; William Swanson, vice-president; Henning Johnson, recording secretary; Walter Carey, secretary; Carl Swanson, captain; Arthur Anderson, first lieutenant; Paul Johnson, second lieutenant; Elmer Anderson and William Swanson, board of directors.

GREAT INTEREST IN NEW CONTEST

(Continued from page 27)

motors going at a uniform rate of 3,000 revolutions a minute and keep up the pace for one hour. We want to know:

1. What is Artley's speed in miles per hour?
2. What is Goudy's?
3. How much further will one rider travel than the other in the hour and which will travel furthest?
4. At how many revolutions per minute must the slower man make his motor turn over in order to keep up to the pace of his competitor?

There's plenty of chance to go wrong on this one, so be careful, and bear in mind that in order to be credited as correct, all answers must be right to two decimal points. Be sure and answer all four questions for failure to answer any one, or an incorrect answer to any one, will mean the loss of one point. Four points will be awarded to those correct on all questions.

We Know You

will like the R-S. It shows in every line, in every feature, in every performance the deep thought that has been put upon the

R-S

in our sincere effort to make it the greatest motorcycle in the world.
Those riders who have tried them all say we have accomplished our aim; and the R-S Dealers are delighted with the satisfaction that the R-S invariably gives.

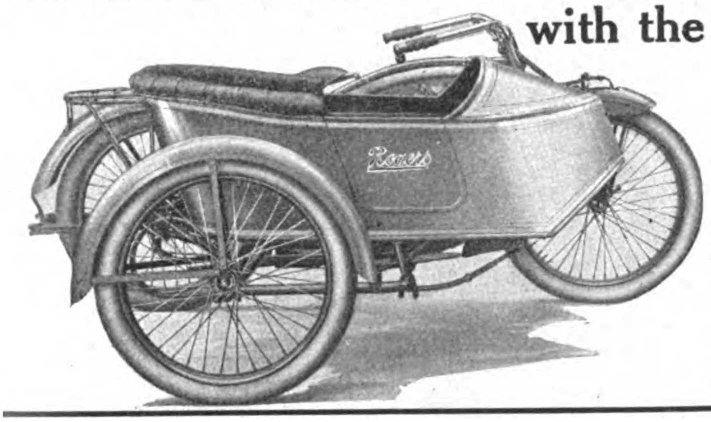
Write for Catalog and Agency Proposition.

READING STANDARD COMPANY
501 Water St. Reading, Pa.

NICKERSON & SCHROEDER, Inc.,
1078 Bedford Ave., Brooklyn, N. Y.
Distributors for
Greater New York, Eastern N. Y. State, Conn. and part N. J.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit
THE HEART OF THE MOTORCYCLE
WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD
WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

ARE YOU WISE? Have You Seen and Familiarized Yourself with the Rogers SIDECAR for 1917?



The standard Model H with all steel construction fits every standard motorcycle ever made.

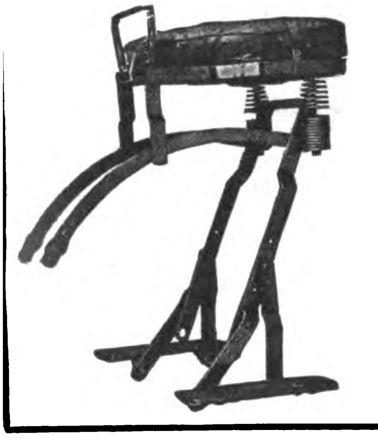
The new Model M with All Steel Construction, Drop Extension Axle and Side by Side position is "Tailor Made" to fit and perfectly aline with the various 1917 motorcycles, with no adjustments left to the inexperienced user.

No-Strain ball joint three point connections permit attachment or removal in three minutes or less.

Write today for circular stating make and model of the motorcycle you sell or use.

ROGERS MANUFACTURING CO. 337 West Madison St. Chicago

Irving Beck (Service Station), 1691 Park Ave., New York



A Word to the Dealer

Every day you let pass without showing an

F-N Tandem

on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle.

With folding footrests or footboards **$11**

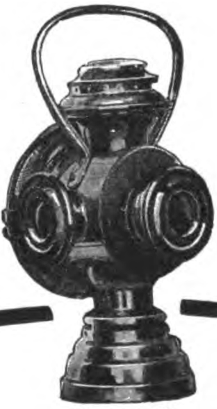
Fentress-Newton Mfg. Co.
Detroit Michigan

The choice of the experienced rider is

Prest-O-Lite ***The Only Practical Light for Motorcycles***

The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario



Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours

The Neverout
REG. U.S. PAT. OFF.

Has special bracket for handle bar

Write Today for Complete Description

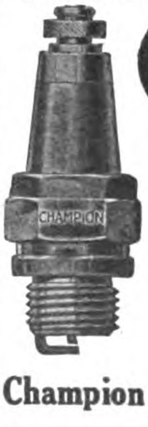
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York



Champion
"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Mica
75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

Window Display Suggestions

ILLUMINATION is always an important subject, and as the leading fixture houses are now conducting an educational campaign along this line, they leave very little to say. But have enough light!

At one time I was connected with a house that had beautiful windows, but they were dimly lighted, not because we did not have the light source, but because the boss was afraid of his light bills, allowing me to use only one-half the window lights at a time.

Today that same house has the best lighted windows in town because I convinced him of the necessity of it. I did this by contrasting his windows at night with two "coming" stores in the same city. It took me three months to bring this about, so stick to it and remember that "Perseverance is the road to success."

FUNCTIONS OF WINDOW CARDS

Of what use are the old prejudices against advertising to you when your competitor has forgotten them? He will be enlarging his store while you are still struggling to make both ends meet. A point I would like to emphasize is this: You will usually find that the merchant in any business who tells you, "Oh, I tried show cards long ago and they never did me any good," is the man who gave his order to an amateur so as to get it done cheaply. Now let that same man go to a recognized letterer and pay the price for a good show card. He will then change his mind as to whether show cards can pull business. The show card is a retail store's newspaper. It tells the store news from day to day to all who pass; it calls attention to the bargains offered; it notifies its readers of the approach of new seasons, and the need of goods suitable for spring and summer, fall and winter; it heralds the arrival of new goods and answers all the purposes of a newspaper advertisement.

SHOW CARDS ARE INEXPENSIVE

The bright, snappy show card tells its story at a glance to passers-by. It attracts them to the window, shows the goods and tells their quality and prices. These daily passers-by are the ones the dealer should seek to interest. They know where he is and what he is doing. The show card has been telling them what has been going on for months past and when the time comes for them to buy they feel that they already have an acquaintance with that store and will come along.

No matter how superior an article may be or how great may be the people's advantage in dealing at a particular store, the proprietor's business will not reach anything like its possibilities unless the public is informed of the fact day after day. Now the public do not all read newspaper advertisements, but they do see your windows and this is where the show card shines. There can be no large trade without publicity.

COOKE MOVES TO LARGER STORE

FORT WORTH, Tex.—The J. W. Cooke Motorcycle Co., which handles the Harley-Davidson motorcycles and parts, has moved to 1105 Commerce street, where a larger quarters have been secured. The company also has established a well-equipped repair shop where special attention is paid to Harley-Davidson machines.

TWO TAKE THE INDIAN

SANTA MARIA, Cal.—The Santa Maria Cyclery has taken the sub-agency for the Indian in this city; they also will handle the Indian bicycle. Their shipments will come through the Pacific Motor Supply Co., California State Indian distributors. Guy Embree has likewise signed up for the Indian and Indian bicycles in Lamanda Park, Cal.

MERCHANT FINDS VAN HELPFUL

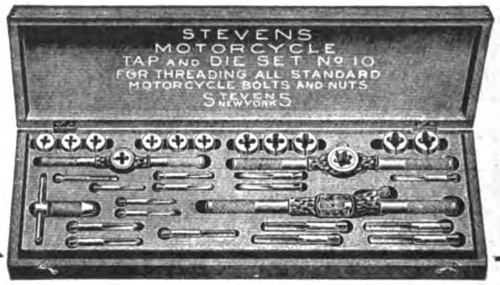
CORINTH, N. Y., January 1.—W. H. Mead, a local dry goods merchant, has been using a Harley-Davidson delivery can for some time past and is enthusiastic over the results obtained. Bad weather has not hampered the outfit materially, and Mead states that the saving of time and money has come up to all his expectations.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

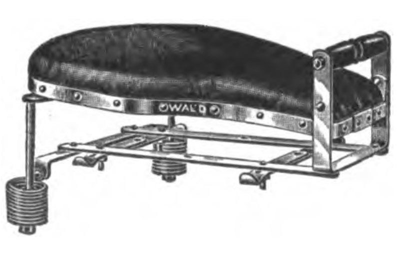
Harry Svensgaard Sales Corporation
214 Jefferson Ave. East, Detroit, Michigan



For Every Repair Shop

This set is complete—that means it will duplicate the threads on every motorcycle on the market. There are 13 adjustable dies, 15 machine taps, 2 stocks, 2 wrenches and screwdriver. We have made sure this set is right in quality. Set in hardwood case. Price $10.00. Discounts from your jobber.

Mfrs. of Bicycle, Motorcycle Accessories. STEVENS & CO. 375 Broadway, New York.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

Advertisements for
MIAMI-MADE BICYCLES
Will Be Reproduced Before Buyers
7,205,046 TIMES
Cash In On This Advertising
Four Lines
RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

WORTH MORE **Berling Magneto** DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

BENTON

The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.

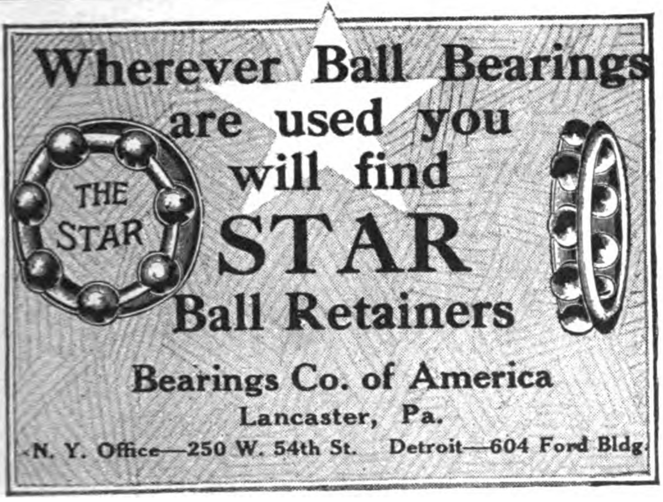
L. F. BENTON COMPANY
Vergennes, Vt.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .080; .072 x .058. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio



Wherever Ball Bearings are used you will find

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

MASCO

Ride MASCO Tires
and Keep Smiling

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3966 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York Bronx Branch
583 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
[illegible] PARK AVE. Tel. Harlem 2337

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Over Berckheimer, Prop. V. C. Pelezzare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2008 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1031 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

PLAZA MOTOR CYCLE EXCHANGE
TIRES & SUPPLIES
INDIAN & EXCELSIOR MOTOR CYCLES
IVER JOHNSON & PIERCE BICYCLES
Phone Astoria 1889 Zeisel & Feit, Props.
884 JACKSON AVE., LONG ISLAND CITY, N. Y.

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK
1691 Park Ave. Phone Harlem 7063

Motorcycle Supplies

Get our catalog "C" describing all supplies for your machine at money saving prices.

E. J. WILLIS CO. 85 Chambers St. New York City

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—1915 3-speed Harley and sidecar, like new, run five hundred miles, equipt Stewart warning signal and speedometer, ten-inch head light, tail light, Presto tank, pump, Weed folding back rest, sidecar apron, shock absorbers, brake lock, full set tools. Cost me $415.00. Will take $275.00. Address C. K. Sims, Wakpala, S. D.

FOR SALE—1914 twin cylinder Indian, Prest-O-Lite and horn, in good condition, $85. Homer Mowry, Reynolds Dale, Pa.

MOTORCYCLES ON EASY PAYMENTS. Send for our list of makes, prices and terms. Number of machines to be sold limited. Send stamp. A. P. Strogonoff & Co., Schenectady, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

INDIAN Powerplus, nearly new. $210; three-speed; tires, motor and frame in fine condition; cradle spring frame. Otis Gilliam, Mullinville, Kan.

FOR SALE—1916 Excelsior 3-speed twin; never been run; cost $265, will sell for $175; $25 deposit, balance C. O. D. Roy Hansen, Warren, Pa.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

1916 7-h.p. Indian, two-speed, spring frame...	$175
1916 9-h.p. Eagle twin, equipped	85
1913 7-h.p. Indian, mag., spr. fr., foot boards	90
1913 8-h.p. Harley-Davidson	90
1914 9-h.p. Eagle, foot boards, fully equipped.	95
1915 9-h.p. Harley-Davidson, fully equipped...	135
1914 7-h.p. Pope, a dandy	90
1913 7-h.p. Indian, like new	95
1915 7-h.p. Indian, two-speed, equipped........	135
1915 9-h.p. Eagle, two-speed, equipped.........	155
1914 9-h.p. Eagle, like new, equipped...........	140
1915 7-h.p. Indian, two-speed, equipped........	125
1916 Powerplus Indian Electric, equipped.....	225

We have a few good machines that have not been paid for that we will sell for the balance due.

We have also a few good singles that we will give away to anyone sending us $15 to pay for crating and time in getting ready to ship.

GROUT MOTOR CO.,
791 River Street, Mattapan, Mass.

BUSINESS OPPORTUNITIES

OPPORTUNITY—Well established bicycle and tobacco business. Hold contracts for complete Fisk and Michelin lines of tires. Fred Ginder, 822 Main St., Boonton, N. J.

WANTED—Cash paid for a few second hand motorcycles. Give full and honest description, and lowest price. Must be good trades. Ralph F. Reed, Fort Fairfield, Maine.

HELP WANTED

WANTED—A LIVE WIRE AS MANAGER FOR A BICYCLE DEPARTMENT: A jobbing house with an established trade has open a position with a future, to the right man. State experience, with whom, how long, and salary expected. Must be aggressive and full of pep. Address S. A., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

WANTED—Experienced bicycle and motorcycle repair man, on bicycles especially, who is honest and willing to start on small salary in a new business and is capable of building up a business. Salary will be increased as business does. Address H. G., care of Motorcycle Illustrated.

POSITION WANTED

YOUNG MAN who has had six years' experience in repairing and demonstrating Indian motorcycles would like to locate himself in a live agency; also is a bicycle repairman and sporting goods clerk. Address E. B., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—A good, quick muffler cut-out for late Indian; must be direct. Address Box No. 118, Lewistown, Pa.

January 4th, NEWS 1917

Baker, Murray & Imbrie

INC.

HAROLD KELLER

Joins Us!

New talent enlisting under the Baker, Murray & Imbrie flag all the time. The latest man to enroll—Harold Keller, formerly with Peters Cartridge Co. Everybody knows him for a good salesman and a good sportsman. He will cover Greater New York with our general sporting goods line. And take it from us, Hal is the boy that can do a lot of covering.

75 Dealers Have Already Closed For Cyclemotor

With 75 dealers already closed and with a hundred more live inquiries on hand for negotiation it looks like a big sweep for Cyclemotor.

We don't believe that any other bicycle attachment has received such a large and immediate response as Cyclemotor.

Mechanically it is admittedly superior.

In appearance and design it's a long way ahead.

Actual orders more than anything else prove that dealers recognize the claims that are made for it.

Watch Out for the Abbey & Imbrie Man!

By the time that this issue of Baker, Murray & Imbrie News is being published Abbey & Imbrie salesmen will be catching trains for all parts of the United States.

You'll meet the same popular fellows during 1917 that you've known in the past, because the recent consolidation has made no changes whatever in the personnel of the Abbey & Imbrie organization.

The same Abbey & Imbrie people, the same Abbey & Imbrie quality tackle, the same equitable Abbey & Imbrie business methods will carry "Fishing Tackle That's Fit For Fishing" higher up the peak of success than ever.

Overhaul your tackle stock now! Get ready to buy—get ready to talk—because an Abbey & Imbrie salesman is going to pop in on you soon.

For 1917 you can put a 50% increase into your tackle department as easy as not—if it's Abbey & Imbrie tackle.

Give the Abbey & Imbrie man your best attention when he calls. He not only sells—he serves. He not only takes orders — he advises. He not only talks business—he gives you live news.

Don't Miss the Abbey & Imbrie Man!

Lunn's Canadian Skates—Hard to Get — We Have Them!

Expert hockey players won't have anything but Lunn's. Heretofore they have been difficult for the American dealer to procure. But now—this preferred hockey skate will be supplied by us. Write for literature.

Bargain Book Now on the Presses!

Contains a group of rock bottom tire quotations that you'll want to snap up on sight. Discontinued lines, seconds, special lots including some first quality factory brands.

A Baker, Murray & Imbrie Bargain Book is always an opportunity.

Get in on these confidential prices by dropping us a post card. Book will be sent you same day that printer delivers it to us.

1300 Banner Oil Lamps For Quick Clearance!

Made by Plume & Atwood, 5¾" high—3" front lens. All brass, full nickel plated, equipped with spring bracket. Stands thorough comparison with other lamps selling for far more money.

They'll go quick at the price we quote. Write.

10-15-17
Warren St.

F. A. Baker & Co.

OPERATING DIVISIONS
New York Sporting Goods Co.

Abbey & Imbrie.

New York
City

Introducing the

EXCELSIOR SIDECAR

EXCELSIOR dealers and owners have for some time been demanding a sidecar of EXCELSIOR Quality throughout, designed and built solely and especially for the EXCELSIOR motorcycle.

In compliance with that demand, we take pleasure in announcing the new EXCELSIOR SIDECAR, a new car throughout in which is embodied every good feature of all other sidecars and many new features exclusively EXCELSIOR.

HERE ARE SOME OF THEM

All Steel Frame of Extra Heavy Seamless Steel Tubing and Nickel Steel Drop Forgings throughout.

Vanadium Steel springs, three leaf "C" type at the rear and "S" type at the front, insuring the greatest flexibility and comfort.

Extension Drop Axle, instantly adjustable to any track from 42″ to 60″.

Hinged Frame Connections that are instantly attached or detached, insuring positive alinement.

Flexible center brace comprising a three leaf Vanadium steel spring which allows either motorcycle or sidecar to pass over obstructions without transmitting any lateral movement to either.

Solidly constructed body built on handsome and comfortable lines, heavily upholstered in real leather, with plenty of elbow and leg room and Nickel Plated Folding foot rest.

Extra Heavy mud guard of exclusive design so supported that it bears a constant relation to the wheel.

Finish, the new EXCELSIOR military drab, with green trimming, to exactly correspond with the SERIES 18 EXCELSIOR.

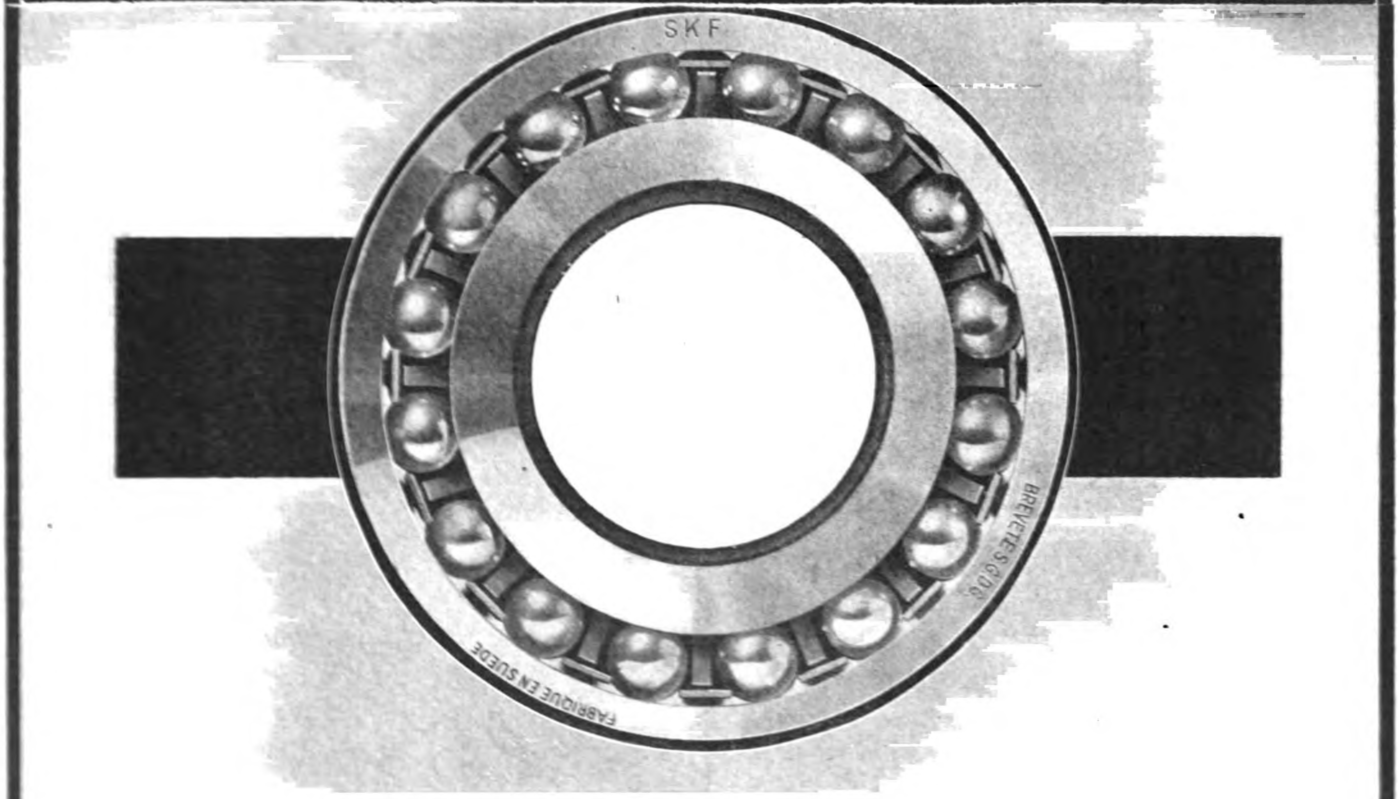
Price, f. o. b. Chicago, $80.00

See the nearest EXCELSIOR dealer for details or write for circular

Excelsior Motor Mfg. & Supply Co.

3703 Cortland Street Chicago

SKF BALL BEARINGS

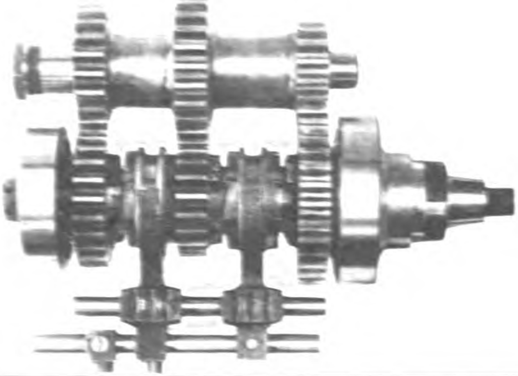


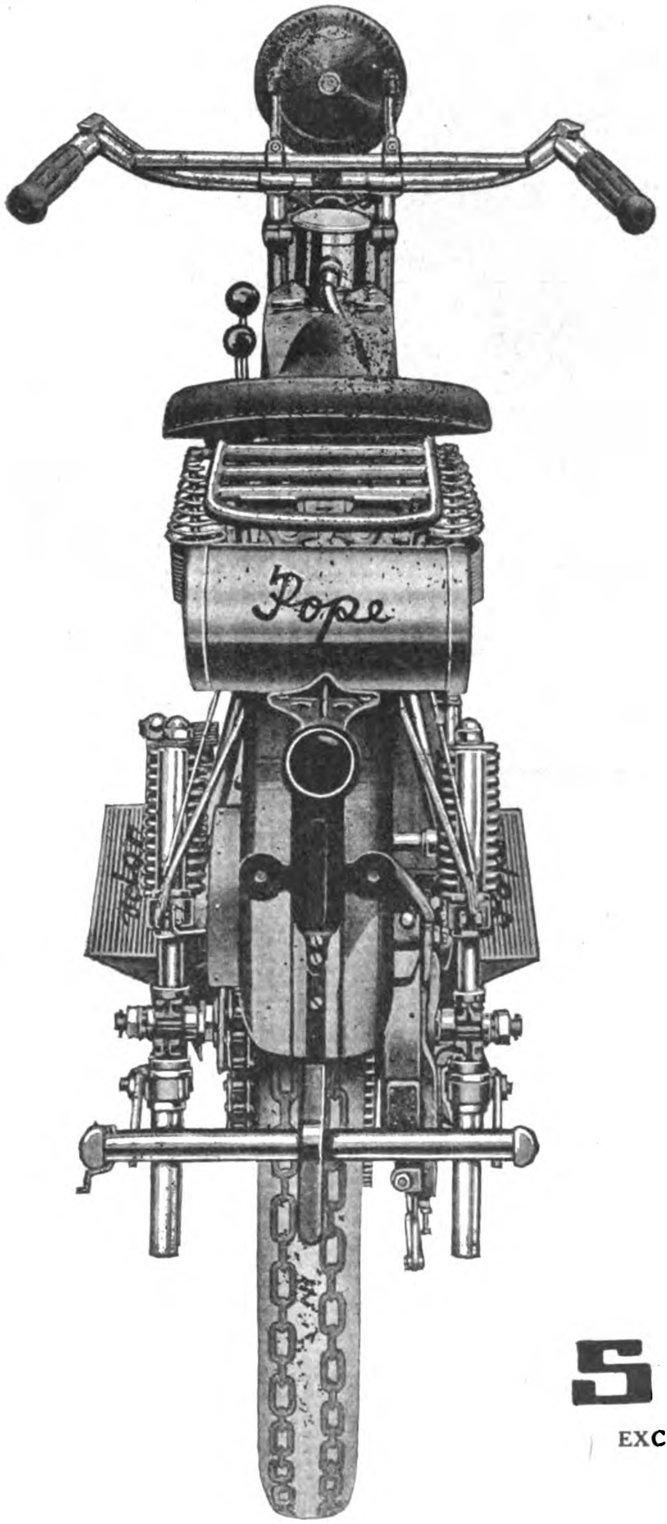
Standard on the Pope

Pope pride in construction is traditional. It is not the outgrowth of a policy—it is knit into the very fibre of the men who make the Pope reputation what it is and has been.

Hence, in choosing SKF Ball Bearings as equipment on Pope motorcycles, the Westfield company is but upholding their standard of **supreme quality** in motorcycle construction.

SKF BALL BEARING CO. **Hartford, Conn.**





As the Other Rider Sees the

Pope

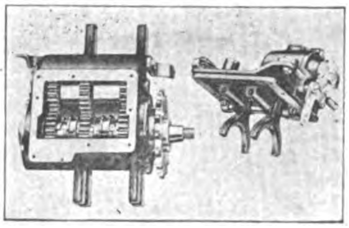
After a Pope motorcycle whizzes by him on the road, the "other rider" has an excellent opportunity to study one of its strongest features.

He sees the Pope Rear Spring Suspension, with all its husky construction, its large coil springs, its double guide rods and long bushings.

The Pope Suspension springs the rider, tandem passenger and motor. With absolutely accurate alignment assured, sidesway is impossible. Takes the strain from the wheel. Makes the tire wear longer.

It's just one of the exclusive Pope features—and a big one.

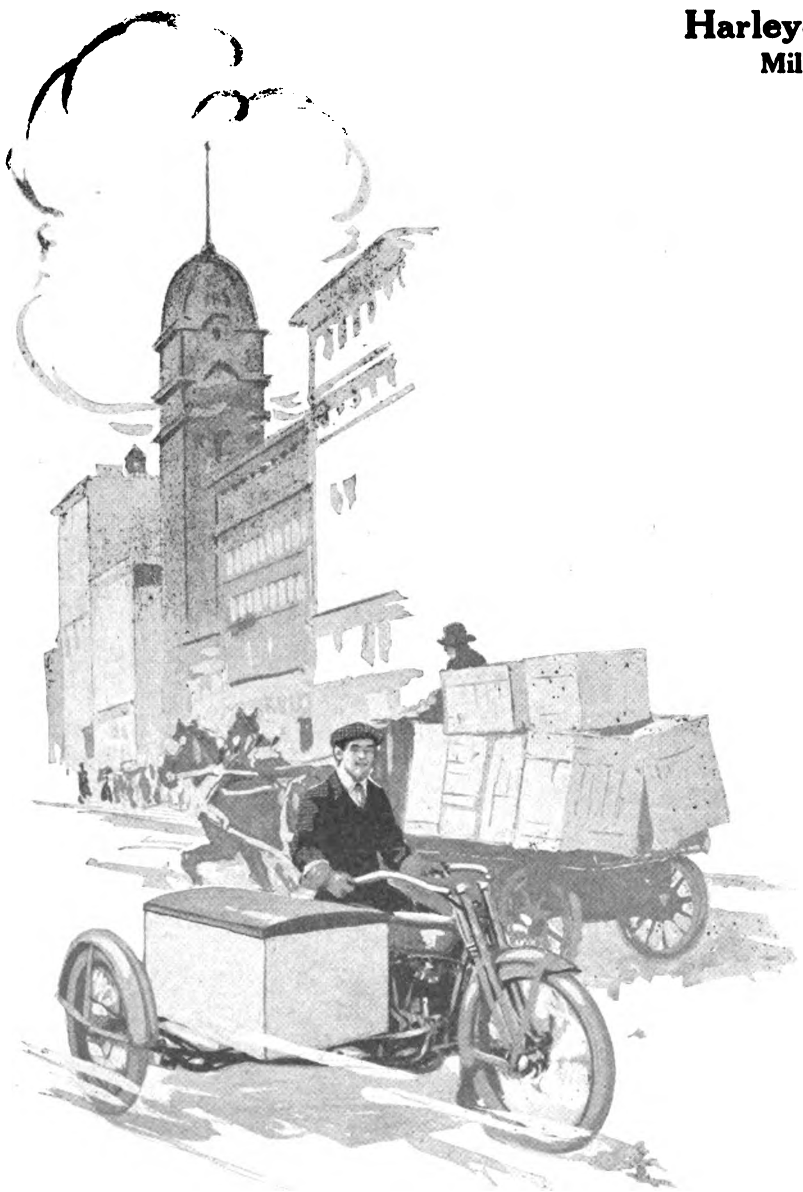
SKF BALL BEARINGS
EXCLUSIVELY USED HERE



WESTFIELD MANUFACTURING COMPANY
Successors to The Pope Mfg. Co.
11 LOZIER AVENUE WESTFIELD, MASS.
Makers of the Columbia Bicycle

1917 Harley-Davidson sales in Canada show an increase of 133% over 1916 sales for the corresponding period one year ago.

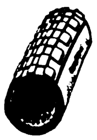
Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



BLUE STREAKS

These Tires
Save You Competition

$3.00
EACH
Since Jan. 1



Guaranteed

Blue Streak Bicycle Tires are sold direct to dealers.

They are sold at one price—whether you buy ten pairs or a thousand pairs.

No jobbers can buy them from us any cheaper than you can yourself.

No mail-order house can buy Blue Streaks from us at *any* price.

Think of the competition this saves you.

If you are the smallest dealer in the world, your profit on every Blue Streak Tire you sell is just as large as that of the dealer who sells thousands of pairs a year.

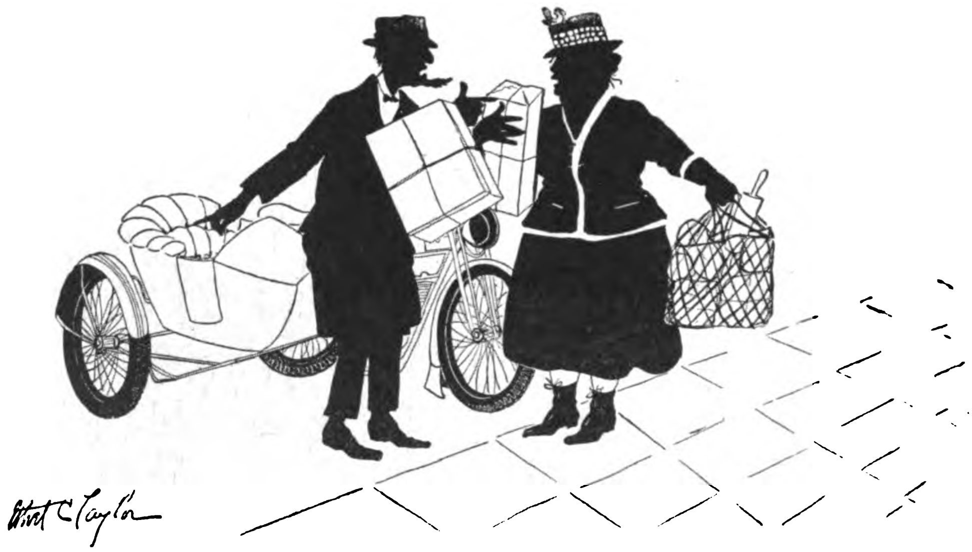
These are the things Goodyear is doing to protect the dealer.

One price—one brand—one policy—one guaranty to all.

Don't you see the advantage in pushing these well-known, serviceable, fair-priced Blue Streak Bicycle Tires?

The Goodyear Tire & Rubber Co., Akron, Ohio

GOODYEAR
AKRON



Their Shopping Trip To Town.

United States 'Usco' Tread Motorcycle Tires

are the first tires that motorcyclists think of when they want tires—they don't do any 'shopping', but ask for them by name.

Why? Because motorcyclists know that these tires give long, consistent service.

Be ready when motorcyclists ask for United States 'Usco' Tread Motorcycle Tires by name—stock up now.

United States Tire Company

1790 Broadway, New York

DEALER MOTORCYCLE
Motorcycle Accessories

MOTORCYCLE ILLUSTRATED
For the Trade and the Rider
13 PARK ROW
NEW YORK

Volume 13 **January 11, 1917** **Number 2**

Hitting the Holiday Trail

How Our Motorcycle Carried us on a Long-Deferred Visit to the "Old Folks" and Brought us Back With Our Systems Full of Mince Pie and Enthusiasm.

By Arnold T. Howard

FOR three years I have been a consistent and satisfied motorcyclist, but it was not until New Year's day just past that I became one of the Inner Circle, so to speak—that I arrived at such a stage of intimacy with my machine as to weave it into the fabric of my domestic happiness. Previously I had looked upon my two-wheeler simply as a ready and capable worker; suddenly it developed into a precious member of the family.

How It Happened

We live in a Connecticut city, 18 miles from the village in which my wife's parents reside, and about 23 miles from the town where my own parents are entering upon life's twilight. We have always visited the old folks either at Christmas or New Years, but this time we could not get away for Christmas, and on the Saturday before New Years it seemed that we would have to forego the holiday trip altogether. We both felt blue, and little Archie—he's third member of the family—was not far from heartbroken.

A rush of work at our plant required my presence for three or four hours on Sunday, long enough to break up the day; and we discovered that the train service to either of the towns we wished to reach would not allow us to leave before 11:40 Monday morning. That meant we could not reach our first destination before about 12:30, and that after paying a visit to my wife's people we would have little or no time left to make the tiresome and often uncertain trolley trip to the town where my parents are located. Besides, we were leaving out of the reckoning altogether a number of other relatives whom we keenly desired to visit.

Solving the Problem

I returned home from the plant late Sunday afternoon, accompanied by a squad of blue devils, and found my wife with red eyes and little Archie with a grouch.

We discussed the situation and decided that it was hardly worth while to leave by train at 11:40 the following morning—and then as a sort of last resort I mentioned my motorcycle. I ride solo almost the year round, but our sidecar had been stored for the winter early in November. My wife has never been a cold weather enthusiast, and besides we hadn't felt that Archie was quite equal to winter sidecar travel.

Well, we talked the matter over thoroughly, surveyed the weather, talked some more, and finally decided to hook up the sidecar for the trip—if the weather was at all favorable.

Off for the Journey

I went around at once to the garage (I haven't one of my own as yet but hope to build one in the spring), and gave orders to attach the sidecar and have the outfit ready for an early start the next day.

We got away at 9 o'clock the following morning, all hands well bundled in warm clothing, and just about the time we were beginning to enjoy the exhilaration of the thing we pulled up at the home of my wife's folks. The roads had been pretty well rutted, and in some places the ice gave us a little trouble, but all in all the trip was a big success.

Were they glad to see us? Well! And to think that we had driven out to see them in that little sidecar outfit. They thought it wonderful. In due time we helped to demolish a turkey and a brace of ducks, with all the trimmings, and a o'clock we started off again. We calle

(Continued on page 20)

FOR JAPANESE ARMY

Hendee Co. Ships Three Test Machines With Vans to Yokohama

SPRINGFIELD, Mass., Jan. 10.—Three Powerplus Indians, of special military design and each fitted with side-van, have this week been shipped to Japan for use in the Japanese army.

This marks the first time that the Japanese military powers that be have tested the American motorcycle in army service; as a matter of fact, it is only within the last year that the Japanese army has paid any attention to the motorcycle. The Indians shipped this week will be in Yokohama by the last of February and will be given a thorough test on the results of which the placing of further orders depends.

McGRATH WITH ECLIPSE

Westfield Engineer for Six Years, Joins Staff of Clutch Maker

ELMIRA, N. J., Jan. 10.—William L. McGrath, formerly for the past six years mechanical engineer with the Westfield Mfg. Co., has severed his connection with that concern to become identified with the Eclipse Machine Co.

McGrath will serve the Eclipse folk in the same capacity, filling the vacancy created when Fred S. Ellett stepped out three months ago.

BIG THOR EXPORTS

Italy Takes 40 Light Twins, Holland 42 and Norway 30

CHICAGO, Ill., Jan. 10.—The Aurora Automatic Machinery Co. is starting off the New Year in the export field with a bang. Forty of the light twin Thors were shipped to Rome, Italy, during the past week; another 42 went to Holland, while still another 30 machines were exported to Norway during the last week in December.

All of the machines are regular stock machines and all were shod with Firestone tires.

SHALER BUYS PATENTS

Acquires Rights to Type of Vulcanizer Using Solid Fuel and Expands

PATENTS covering the type of vulcanizer that uses solid fuel have been bought by the C. A. Shaler Co., Waupun, Wis., from W. H. Miles of London, England, and Arthur B. Low of Denver, Col.

In connection with the acquisition of the patients, the company also took over the 5-Minute Vulcanizer Co., Kansas City, Mo., and the Vulcan Mfg. Co., Denver. In consequence, the Shaler Co. feels itself as entitled to and possessing control of the solid fuel vulcanizer, and intends to protect its rights.

DEMAND FOR LIMOUSINES

Cygnet Show Piece Creates Call for Similar Machines for Taxi Service

BUFFALO, N. Y., Jan. 10.—Although it was turned out primarily as a feature setting to lend "tone" to the show exhibits, according to F. W. Lake of the Cygnet Rear Car Co., a healthy demand for Cygnet "Limousine Deluxe" rear car bodies has resulted from the display of the unique vehicle at the shows. Most of the machines are being used either for taxi or for jitney service, although in several instances they are used for delivery work, being specially valuable as an advertising medium.

Because of the increasing call for Cygnets from across the waters, Cygnet catalogs have been issued in Spanish, Portugese, Russian and French as well as a number of folders describing special Cygnet bodies for various forms of delivery service.

PARAMOUNT MARCH 1

New Columbus Concern Completes Organization and Factory Equipment

COLUMBUS, Ohio, Jan. 10.—The Paramount Motor Co. has about completed its organization and the work of equipping its plant has so far progressed that it is announced that the Paramount motorcycle will make its trade bow about March 1st.

The moving spirit in the Paramount organization is J. F. Hatcher, who has assumed the presidency of the concern; E. B. Hatcher is secretary and treasurer, and George Rottweiler general manager. Rottweiler is in charge of the mechanical end and has had a long and varied experience in the motorcycle and automobile field.

The Paramount motorcycle is described as a twin cylinder lightweight and a strong bid will be made for the trade of those folk who need a motorcycle for utility purposes. The Paramount folk are also counting on the production of bicycles and have already undertaken the manufacture of bicycle parts.

CLEVELAND AROUND GLOBE

Lightweight Has Made Its Way to All Countries in Year.

CLEVELAND, O., Jan. 10.—The J. B. Crockett Co., New York exporters, have bought one hundred Cleveland lightweights for export. They are sending a man to Australia, another to South America, a third to the Dutch East Indies and the Malay States, and a fourth to India, in the expectation that these four outlets will open the way for further and larger orders.

The Cleveland Motorcycle Mfg. Co. is sending a personal representative to Cuba and Porto Rico, to handle the business direct in these islands. With this representation, the Cleveland lightweight has found its way entirely around the earth in the short period of a year, and, barring some of the nations at war, now has an international distribution.

MOTOR CYCLE ILLUSTRATED

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NEW EMBLEM BOOKLET

Catalog for 1917 Makes Intensely Interesting Reading

ANGOLA, N. Y., Jan. 10.—There are sixteen pages of intensely interesting reading for the rider in the new Emblem catalog which has just been gotten off the press by the Emblem Mfg. Co., maker of Emblem motorcycles and bicycles.

The catalog, which is gotten out in eye-pleasing style and which is handsomely illustrated with half tone engravings, covers the Emblem line fully both as to motorcycles and bicycles. Copies can be had for the asking.

CYCLEMOTOR ACTIVITY

Addition in Full Sway and Orders 200 Per Cent in Advance of Last Year.

ROCHESTER, N. Y., Jan. 10.—The Cyclemotor Corp. has placed the new addition to its factory in operation under a full head of steam and is working overtime in an endeavor to catch up with its orders which are said to be 200 per cent. ahead of last year.

The export business is particularly brisk, orders for 550 machines for across the water having come in during the past few weeks. Of these 300 are for Norway, 100 for Japan, 70 for Argentine, 20 for Hawaii and the balance in smaller lots, taking in practically every continent on the globe.

D. G. Anderson, president and general manager, lays stress on the fact that the company has again contracted with all save two of the jobbers who handled the 1916 machine while 80 per cent. of the dealers have again signed up to handle the Cyclemotor.

U. S. SUES KLAXON

Price Maintenance Agreement Leads to Filing of Anti-Trust Suit

NEWARK, N. J., Jan. 10.—The United States District Attorney has filed suit against the Lovell-McConnell Mfg. Co. charging the concern with violation of the "anti-trust" laws.

The company now being sued was absorbed some months ago by the United Motors Corp., and its name changed to the Klaxon Co. The suit has to do with efforts on the part of the horn maker to force the maintenance of its price to the consumer by means of a license restriction on a patented article.

It is stated that a new contract has been gotten out replacing a former contract with dealers and it is felt that the new contract will be found perfectly satisfactory to the government.

HALL WANTS BADGER

Detroit Lamp Concern Holds Option on Solar Interests.

KENOSHA, Wis., Jan. 10.—The C. M. Hall Lamp Co., of Detroit, Mich., has secured an option on the plant, stock, machinery and good will of the Badger Brass Mfg. Co., of this city, and indications are that a deal will be consummated within the next few days by which the Solar concern will be turned over to the Detroit lamp maker.

The Badger Brass Mfg. Co. is one of the oldest lamp makers in the cycle industry, having made a name for itself in the heyday of the bicycle that has won for it the reputation and prestige that Solar goods have both in the two-wheeler and the automobile trades at the present time.

GOODRICH COMMITTEE

Made Up of Heads of Departments Will Manage Detail Work.

AKRON, Ohio, Jan. 10.—An operating committee has been placed in charge of the administration of all organization routing by the B. F. Goodrich Co. The committee is composed of the heads of the various departments who are in direct touch with all of the affairs with which the committee has to deal. It is expected that the activity of the committee will relieve the directors of much of the heavy routine with which they have been burdened in the past.

Heretofore the affairs of the company have been managed by an executive committee of the Board of Directors headed by B. G. Work, president. The advantage of the plan is that it not only provides for the handling of the work by the men most intimately acquainted with it, but it also provides for an interchange of ideas that cannot fail to work out for the benefit of company and consumer alike.

CYCLEMOTOR VISITORS

Svensgaard and Langdon, Both Distributors, Visit Plant.

ROCHESTER, N. Y., Jan. 10.—Harry Svensgaard of the Harry Svensgaard Sales Corp., Detroit, has just left the plant of the Cyclemotor Corp., where he spent a few days going over the details of the new models and inspecting the addition which just had been completed to the factory.

W. C. Langdon, North Dakota, South Dakota and Minnesota distributor, also spent a few days at the factory and expressed his undivided faith in the little machine by signing a contract for 1917.

5,000 MORE MEN FOR GOODYEAR

AKRON, O.—In speaking of the increase in Goodyear tire business during 1916, and the outlook for the coming year, H. S. Quine, secretary to the president of the Goodyear company, stated a few days ago that the new buildings will necessitate the taking on of 5,000 additional men by the time the 1917 season is in full swing.

During 1916 the gross business of the Goodyear company jumped from $35,000,000 to $64,000,000, and it is confidently expected by the officials that Goodyear production will be fifty per cent heavier during 1917 than in the last twelve months.

BOSCH CONVENTION IN CHICAGO JAN. 22-24

Distributors and Heads of Service Branches Will Participate in Interesting Program—To Mingle Business and Social Features

NEW YORK, Jan. 9.—Announcement has just been made that the annual convention of Bosch distributors and service station heads will be held in Chicago January 22-24, inclusive. There will be three sessions daily given over to the subjects of new apparatus, technical information and policies as they apply to Bosch service, in addition to talks concerning sales promotion and advertising work.

A luncheon each day will be served at one of the Chicago hotels in order to change the surroundings a bit, and every evening will be given over to entertaining features. Those from the main office of the Bosch company, who will give talks at the convention are: Otto Heins, president; A. H. D. Altree, vice-president; V. W. Kliesrath, engineer; G. Lang, engineer, and A. H. Bartsch, advertising manager.

The speakers from the Chicago headquarters will be F. D. Norman, branch manager; William Brown, assistant branch manager; P. Furrer, superintendent; E. J. Swanstrom, in charge of the service department.

BICE MAKES RECORD

Covers 82.3 Miles on 7½ Pints of Gas in Bitter Cold Weather

CHICAGO, Ill., Jan. 10.—Despite the zero weather which prevailed here last week, J. E. Bice, of the sales force of R. C. Crist, made a remarkable test of the economy of the new Henderson model which showed a gasoline consumption of 87.78 miles to a gallon of gasoline.

Bice did not travel the full distance, the weather having driven him in before that time. He covered, however, 82.3 miles on a total consumption of 7.5 pints of gasoline from which the miles per gallon aforementioned is figured. He was accompanied for 70 miles of the distance by Mr. Waldron who quit at that point because of the intense cold.

MORE POLICE INDIANS

Speed Squads in Various Parts of Country Take Half Dozen Specials

SPRINGFIELD, Mass., Jan. 10.—During the past week the Hendee Manufacturing Company has received orders for six Indians to be used in police service in two widely separated parts of the country.

One order, placed through C. C. Albertson, Indian dealer in Camden, N. J., calls for four police machines to be used by the Camden police. An order for two machines, 1917 Indian Powerplus, electrically equipped, for use by the Tampa, Fla., police, has also been received from the Bicycle Garage, Indian representative in Tampa.

NEW FEDERAL ADDITION

Seven Story Structure Will Be Ready for Occupation About Feb. 1

CUDAHY, Wis.—The Federal Rubber Co. is rushing to completion a new seven story building 103 x 157 feet, which is to be used to house the job department, fabric storage room, chemical laboratory, trimming and finishing departments, factory hospital, girls' rest room, mechanical press room and reliner department.

The new building is being equipped with the most modern rubber making machinery and it is expected that it will be ready for operation by the first of February. Other additions are also planned which will be pushed to completion with all possible dispatch.

NEW FISK HEADQUARTERS

Providence Branch Will Soon Be Housed in Modern Two-Story Building

PROVIDENCE, R. I., Jan. 8.—The Fisk Rubber Company has made arrangements to open a new headquarters in this city at an early date. The present store has been outgrown, due to the rapid upbuilding of the Fisk trade in Providence and vicinity, and an up-to-date building has been erected to house the branch in the downtown section, in a district that has come to be recognized as a new center of tire business.

The Fisk building is two stories in height and 40 by 100 feet. It will be operated as a direct branch and factory service station. It has not been stated just when the transfer will be made, but nothing is being left undone to expedite the preparatory work.

TRADE TRAVELERS IN ROCHESTER

ROCHESTER, N. Y., Jan. 8.—Rochester seemed to be a sort of gathering ground for trade men last week, and all of those who dropped into visit local representatives were pleased with the outlook in this district.

Among those who dropped their traveling bags in this city for a time were: Bert A. Quayle, general representative of the Standard Welding Co., of Cleveland; traveling representative T. N. Biddle, of the Eclipse Machine Co.; Billy Carroll, of Utica; Joe Merkel and Walter Shoemaker, of the recently organized Merkel Motor Wheel Co.

FIRESTONE'S NEW L. A. HOME

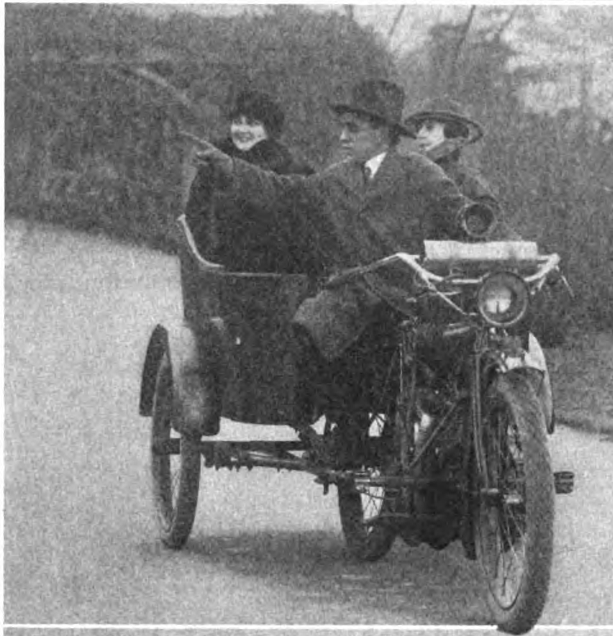
LOS ANGELES, Cal., Jan. 10.—The Firestone Tire & Rubber Co. will occupy a splendid new building of its own in Los Angeles. January 31 has been set as the opening day, and will be featured as "Firestone Day" in Los Angeles. R. J. Firestone, vice-president of the company, will take part in the opening exercises.

EAST INDIAN EDITOR TO VISIT

NEW YORK, Jan. 9.—A letter just received by **Motor Cycle Illustrated** states that S. K. Sen, of Calcutta, editor of the *Indian Cycle and Motor Journal,* the only technical trade paper published in the Indian Empire, is due to arrive in New York in a few days from London, England. It is understood that Mr. Sen will confer with American manufacturers of motorcycles relative to East Indian trade conditions.

The Weekl

NEWSY EXPLOITS OF THE CAMERAMA



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Reel 1.—Scene 1.—Wallace Stuart, of the sales staff of Baker, Murray & Imbrie, demonstrating a rear car combination outfit in Central Park, N. Y.

Scene 2.—H. Horvitz, Ben Ruderman's star salesman at the Brooklyn Thor headquarters, starting out on a demonstrating trip.

Scene 3.—Showing how Adolph Waech, of the Badger State Motor Sales Co., delivers his new motorcycles.

Scene 4.—All on for a free ride, showing a gathering of skaters hitching on to a motorcycle and sidecar combination on the ice at Perth Amboy, N. J.

Scene 5.—Private Lawson F. Lewis, 151st Co., C. A. C., who has become an ardent motorcycle fan in both his service and private life since training at the Plattsburg military camp last summer.

Scene 6.—Harking back to the joys of last summer, showing a picnic party at Pleasantville, Pa., snapped July 4th.

Scene 7.—On K Street hill, Tacoma, Wash., a favorite with the local motorcycle fans. The picture shows Tom Paulsen coming over the crest on a 1913 Thor.

Scene 8.—This is the delivery outfit of a Los Angeles cleaner and dyer. The van has a special body built by the Harley-Davidson folks.

Motorgraph

ESENTED IN TWO REELS ~ ~

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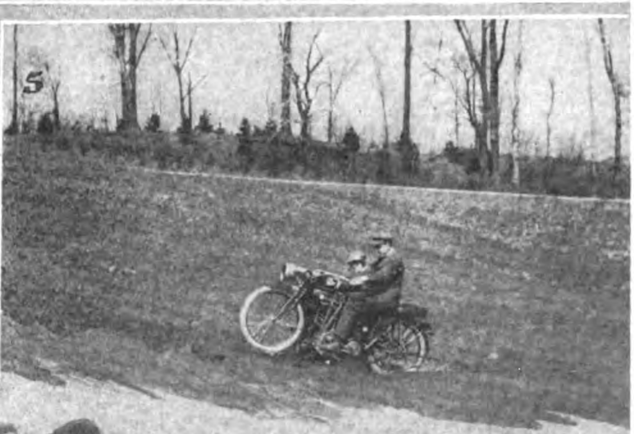
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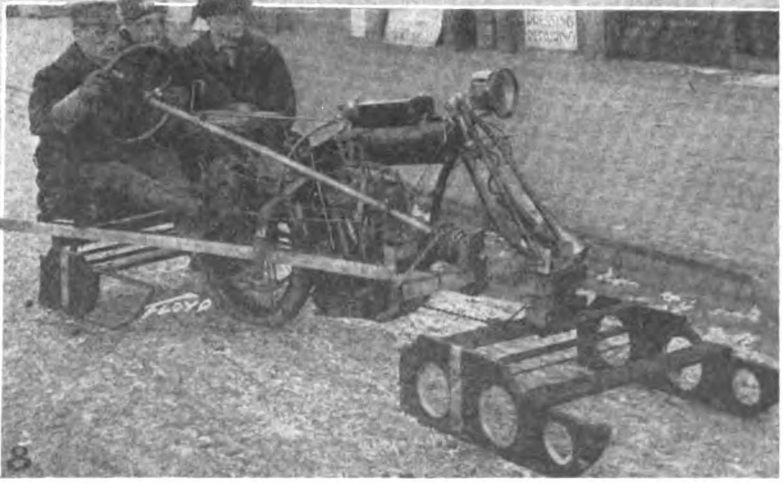

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Reel 2.—Scene 1.—Max Hayutin, of the Western Supplies Co., Denver, Colo., demonstrates by taking the factory hands home from work in this outfit.

Scene 2.—Boston riders, even the female of the species, think nothing of a foot or so of snow and here's the proof of it.

Scene 3.—Showing how to get where the game is plentiful and the shooting is good with the least possible trouble and at the greatest possible speed.

Scene 4.—A shipment of Daytons which brought joy to Ira C. Noel, the Dayton dealer at Goshen, Ind.

Scene 5.—Proving that the R. S. is "built and tested in the mountains." This picture shows a factory demonstrator with a fair passenger in the act of putting the machine through its paces.

Scene 6.—"Over the hills and far away," showing a Reading-Standard sidecar combination in the mountains of northern Pennsylvania.

Scene 7.—A motorcycle which is giving a good account of itself in the service of the Naval Militia of California. The picture was taken at Niggers Slough near Los Angeles.

Scene 8.—This is a motor-snowster constructed by H. A. Pottorff of Pueblo, Colo.

Doings of the Clubs

KEYSTONE CLUB ELECTS OFFICERS

Irvin Kohl Becomes President With Backing of Live Supporters—Other Club News from Busy Harrisburg Squad

HARRISBURG, Pa., Jan. 8.—Officers for 1917 have just been elected by the Keystone M. C. as follows: Irvin Kohl, president; Russell Ritchey, vice-president; Harry E. Sechrist, secretary; Thaddeus Kless, treasurer; Paul Newell, Jacob Ulrich and Charles Carr, trustees; Russell Ritchey, captain; Walter Holtz, first lieutenant; John Tritt, second lieutenant; Charles Uhler, V. Zimmerman and E. H. Cleckinger, investigating committee. Albert C. Noffsinger is in charge of the club's publicity.

The Keystone M. C. has arranged to give a supper to the retiring officers in the new club house at 11th and Paxton streets. The supper will be followed by a dance. Music will be furnished by the Keystone orchestra, led by Mr. Morgan.

Edward Schriver, of Lebanon, won the cup donated by Heagy Brothers, Harley-Davidson agents, for bringing in the greatest number of new members. Russell Ritchey took the second prize, a Blue Streak casing donated by Charles Uhler. The third prize went to Charles Sollers, who is credited with a year's dues by the club. A. Noffsinger was given honorable mention for his club activity.

The ladies' auxiliary of the Keystone Club elected the following officers: Mrs. Harbold, president; Miss Elizabeth King, vice-president; Miss Mae Gallagher, treasurer; Mrs. Kless, secretary.

FRISCO CLUB ELECTS

C. Meyer Becomes President—Contest Hot for Directors' Seats

SAN FRANCISCO, Cal., Dec. 28.—The officers for the year 1917 were elected tonight by the San Francisco Motorcycle Club members after several weeks of strenuous electioneering. The fight for the offices of the two directors was the most exciting, there being thirteen nominees for the offices. The newly elected officers are: C. Meyer, president; G. W. Green, financial secretary; A. Meyer, recording secretary; W. H. Hunt and E. D. Stephens, directors. At the coming social, January 13, the positions of captain, etc., which are appointed, will be announced.

PATERSON M. C. IS ACTIVE

Elects Officers, Holds Social Session and Prepares for Next Spring Run

PATERSON, N. J.—At the annual meeting of the Paterson M. C. the following officers were chosen: Alfred Edmonds, president; Miller J. Newman, vice-president; Leo A. Meyer, recording secretary; John Lymes, financial secretary; Thomas Scott, treasurer; Joseph Dunkerley, sergeant-at-arms; Edward Mewkirk, captain; Joseph Burke, first lieutenant; Charles Van Durne, second lieutenant; Paul Lester custodian.

After the election the members to the number of eighty enjoyed refreshments and listened to addresses by the outgoing officers and some of the new ones. All the drinkables served at the session were donated by Messrs. Elmer Havenstrite and Edward Mutter, who last month joined the ranks of the benedicts.

The Paterson M. C. quartet, composed of Messrs. Chapman, Lymes, Newman and Edwards, assisted creditably in carrying through the entertainment program.

Plans have been laid for the club's annual Spring run to the farm of William Hoffman, at Newton, N. J., on the first Sunday of May.

L. A. CLUB INSTALLATION

New Officers Assume Duties With First Meeting of Year.

LOS ANGELES, Cal., Jan. 10.—The Los Angeles M. C. installed the new officers the first meeting in January. George Rubsch is president; L. E. Reed, vice-president; A. F. Van Order, treasurer, and George Martin, secretary.

The New Year run to San Diego was participated in by A. F. Van Order and his wife in sidecar, Gus Martin and Mrs. Martin, Chas. Wride, Ray Little, Ray Guthrie, Ed Peterson, all riding Harley-Davidsons, and Otto Steffens, Indian. After seeing the closing day exercises at the San Diego Exposition and a lively New Year's Eve celebration the party returned through rain as far as Capistrano on New Year's Day.

PLAN CLUB REORGANIZATION

WHEELING, W. Va.—The members of the Wheeling M. C. have decided to reorganize and map out an active campaign for 1917. Plans will be worked out along those lines at an early meeting. It is the intention to have each member buy a small amount of stock in order to finance the club rooms and other undertakings of the organization. H. A. Brady has been chosen chairman of the organization board.

F. A. M. CLUB ON THE ALLEYS

DETROIT, Mich.—The F. A. M. Club of this city has put a fast bowling team in the field, and is open for dates. Games have been arranged with some of the strongest local teams. The club is planning to hold a dance about the first of the year.

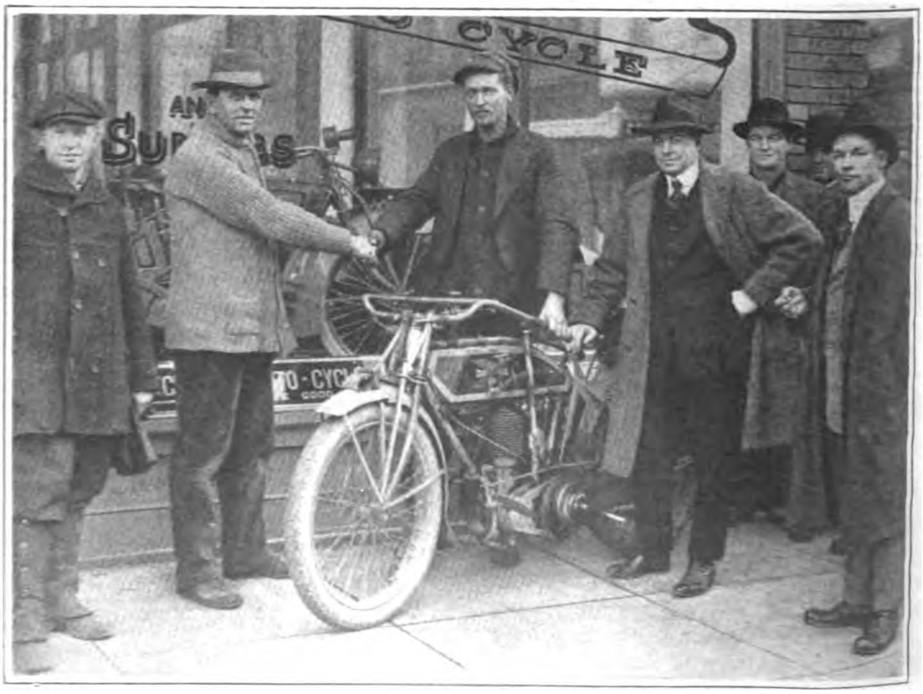
PROVIDENCE M. C. AFFAIRS

PROVIDENCE, R. I., Dec. 30.—The Providence Motorcycle Club has two important dates coming next month. The annual election of officers takes place the last week in the month, while the annual Dutch supper will be served a few nights later. The definite nights have not yet been fixed.

FREEPORT M. C. ELECTS OFFICERS

FREEPORT, Ill.—The following officers were elected at a recent meeting of the Freeport Motorcycle Club: M. M. Barkman, president; Willard Seaman, vice-president; Harry Kuhlmeier, secretary and treasurer; J. E. Kegel, assistant secretary; Royal Wheat, road captain. The club has had a most prosperous year and has taken in more members than ever before.

HE BRAVED THE SNOW ON A LONG TOUR



A. A. Stromgren, Who Rode from Fargo, N. Dak., to Portland, Ore., on a Single-Cylinder Excelsior and Annexed $500 for Performing the Feat

WOFERSBURGER ELECTED

Becomes President of Motorcycle Inn Club of Harrisburg.

HARRISBURG, Pa., Jan. 8.—At a meeting of the Motorcycle Inn Club held January 4, at their headquarters on Weyeth street, the following officers were elected: Walter Wofersburger, president; Joseph Adelstein, vice-president; Daniel Wampler, secretary; Joseph Starr, treasurer; John Snyder, Ray Murray and Herman Starr, trustees; Luther Wofersburger, Edward Earp and Walter Snyder, investigating committee.

The regular meeting night was changed to the first Wednesday of each month. Following the election of officers the members enjoyed a smoker and luncheon.

JANSEN HEADS WESTFIELD M. C.

WESTFIELD, Mass., Jan. 10.—At the annual meeting of the Westfield M. C. held this week, Henry Jensen was chosen to head the club for the coming season. The other officers are: Vice-president, Earl Tryon; secretary, Gregson Robinson; treasurer, Walter Range.

The club is planning a big endurance run to be staged in cooperation with the Springfield enthusiasts early in the Spring.

CLUB PLANS TO CO-OPERATE

WHEELING, W. Va., Jan. 8.—The Wheeling M. C. is planning to conduct a show and motorcycle race in connection with an exposition which the West Virginia State Fair Association will hold during the week beginning July 2. Heretofore the State Fair body has held its one yearly program in September.

NEW MOUNDSVILLE STAFF

MOUNDSVILLE, W. Va.—The Moundsville M. C. has elected the following officers for the year: Thurman Simms, president; Martin Rigle, vice-president and treasurer, and J. A. Trimbath, secretary.

PATERSON TEAM CHALLENGES

PATERSON, N. J., Jan. 8.—The basket ball team of the Paterson M. C., which averages 150 pounds, is in the field for games. The club has started the season with a bang by defeating teams from Pearl River, N. Y., Park Ridge, N. J., Hackensack, Newark and Passaic, N. J. Any club wishing to book a game with the Paterson squad is invited to address Thomas Scott, 22 Doremus street, Paterson, N. J.

SUCCESSFUL YEAR FOR WESTFIELD

First Annual Report of the Westfield Manufacturing Co. Shows 20 Per Cent Earnings on the Common Stock

WESTFIELD, Mass., Jan. 10.—The fiscal period ended August 31, 1916, was a remarkable one for the Westfield Mfg. Co., which more than a year ago took over the bicycle end of the business of the Pope Mfg. Co. Prosperity with a big "P" featured operations of this company during the year. According to the first annual report of the company covering operations during the twelve months ended August 31 last, the company earned, in addition to its preferred dividends, approximately 20 per cent. on the common stock.

The company was so successful during the year that in August an initial dividend of 1½ per cent. was declared on the common stock, of which there are 8,000 shares, per $100, outstanding. Dividends on the preferred stock have been regularly paid at the rate of 1¾ per cent. quarterly, and have been earned several times over.

President Wilbur C. Walker in his remarks to the stockholders of the company said: "The company has had a most satisfactory year and disposed of its entire production of goods manufactured during the year.

"Notwithstanding the abnormal and unusual labor and material markets, we have, in addition to caring for all fixed charges, including liberal charges for depreciation, added a substantial amount to our surplus account.

"The property, buildings, machinery and equipment have all been maintained in excellent condition, and during the year approximately $50,000 have been added to our buildings and equipment. This will give us increased facilities for our regular business, which has shown a substantial and healthy increase.

"The directors voted in July to purchase at par and interest the last maturing series of the company's 6 per cent. debenture notes, but were able to secure but $15,000 of the series, which amount has been purchased and retired.

"Dividends on the preferred stock have been regularly paid. The common stock received its first dividend August 10, 1916, when 1½ per cent. was paid."

The officers of the Westfield Mfg. Co. are: Stephen C. Millett, of New York City, chairman and treasurer; Wilbur C. Walker, Hartford, Conn., president and general manager; Charles E. Walker, Hartford, Conn., vice-president; John P. Fogarty, Westfield, Mass., secretary.

TIRE PRICES GO UP 15 PER CENT

Four Biggest Makers Announce Advance and Others Will Follow Suit—Inners Raised 10 Per Cent.—The New Prices

NEW YORK, N. Y., Jan. 10.—Motorcycle tires have been caught in the general upward trend of prices and most makers announce an increase of 15 per cent. on motorcycle casings and 10 per cent. on the inner tubes.

Big Four Raises

The new prices come from the four biggest motorcycle tire producers--United States, Goodyear, Goodrich and Firestone. Fisk, Federal and Pennsylvania make it plain that they have not as yet increased their prices on motorcycle casings or tubes, but that such an increase can be expected at any time. As for the Continental, it is explained that their prices went up a month or two ago and are not likely to be further increased.

New prices on United States tires in 28 x 3 inch size are $11.55 for the Chain and Usco tread types and $12.60 for the Nobby tread design. United States gray inner tubes are now priced at $2.40 and the red tubes at $3.00. The new Goodyear Blue Streak prices are $12.60 for the casing and $2.40 for the inner tube.

Goodrich has raised the casing price, which formerly stood at $9.90, to $10.65 and the inner tube to $2.40. The Fisk casings remain at $10.95, $2.20 for the gray inner and $2.50 for the red inner, but an increase is expected momentarily.

Other Makers' Prices

The Continental price is $10 with a price of $2.20 on the gray inner and $3.00 on the red. The Federal plain tread shoe lists at $2.00, with the extra heavy non-skid casings listing at $10.95. The Pennsylvania Vacuum Cup shoe remains at $12.25, with the tube listing at $3.00.

TO AWARD MIDNIGHT RUN PRIZES

Ellis Will Bestow Prizes at Crotona M. C. Function—Medals for Girl Rider and for Walker, Who Was True Sportsman

NEW YORK, Jan. 10.—Highly enthused over the success of his midnight run which he promoted on New Year's eve, F. A. M. Commissioner George A. Ellis, for New York, is now sowing seeds for a spring endurance run over a course from New York to Albany and return, which measures just about 300 miles. Ellis promises some novel things in connection with this run and expects that it will be the biggest affair of its sort in the East.

As an aftermath of the midnight run Ellis points out that the prizes will be awarded on Saturday night, January 15, at the Clairmont Athletic Club, La Fontaine avenue and 180th street, the Bronx, where the midnight riders will be the guests of the Crotona M. C.

In this connection it is pointed out that the prizes will be awarded on the consistency scores straight through and that Ellis, impressed with the showing made by Mrs. Max Moore, who finished on a Harley-Davidson sidecar outfit, and also by the sportsmanship of B. M. Walker, of Brooklyn, who sacrificed his chances of winning in order to help out F. B. Bristol, who spilled and hurt his leg, has decided to award special medals to these two competitors.

NO MOLLYCODDLES AT WESTFIELD

WESTFIELD, Mass.—In spite of the fact that the weather of late has been of the old-fashioned New England variety, with plenty of snow and the usual assortment of icy gales, the Pope motorcycle testers have not as yet missed a day on the road. The demand for Pope machines has made it necessary to test the new Popes regardless of the weather conditions.

The AVIATORS

A BREEZY ACCOUNT OF A MOTORCYCLE CLIMB THROUGH THE CLOUDS TO THE PEAK OF MT. WILSON

By
ERNEST IRVING FREESE

Above, an Impressive View of the Mountain Road; at Right, the Mt. Wilson Toll House and a Snapshot of Two of the Outfits in a Shaded Canyon

SAY!—all you old-time riders of the two-wheeled gas buggy—suppose you had sold, traded or otherwise got rid of that old chug-chugger you had been riding for the last few years. Suppose, further, that you had become possessed of an overwhelming desire to possess a full-rigged, three-speed craft of the new model—but that the particular brand you had set your heart upon had not yet "arrived." Query: What would you do? Answer: You'd wait!

Patience Is Rewarded

Well, that's exactly what we did—we waited! And, when the machines finally did arrive, we had ours uncrated and were merrily buzzing up and down Main Street before the balance of the carload had even reached headquarters on motorcycle row. The "we" refers to one LeRoy Snodgrass and myself—the former personage being a builder of side buggies, and also being one of the gamest riders of the two-wheeler that the "wild and woolly" West has fostered in many a day.

He it was who piloted the first side-car outfit across the continent—from sea to sea—and he it was who first conquered Mt. Wilson with a sidecar outfit—conquered the said Wilson in the days when such a stunt was deemed impossible by a mere motorcycle.

In Action "Poco Tiempo"

Well, as I say, we had those untamed steeds on the ramble exactly one hour from the time the train pulled into Los Angeles with them. And, a few hours later, Bill, the Congenial Cuss, had his a-barkin' also. So also did Raymond Q. do likewise—not bark—no, not that; I mean that he also had his craft under way with both sheets a-bulging "poco tiempo."

Next morning, being Sunday, the Mate corraled all available provisions into the smallest possible bundle and stowed them in the hold of the "outrigger." On the road again, as of old! We picked up Bill and Raymond Q. on their bright and shiny twins and headed for the bungalow of Snodgrass, as per arrangement. But alas, said Snodgrass had flown! A note tacked on the door read as follows: "Gone to Bakersfield—pray for us."

Going Snodgrass One Better

Gone to Bakersfield! A hundred and sixty miles away—up Boquet Canyon where the mud is a foot deep, over Tehachepi Pass and on across the burning sandy desert—to Bakersfield!

Says Bill, the Congenial Cuss, "We'll go those birds one better," says he, "let's climb old Wilson."

Says Raymond Q.: "It must be so."

Says I to the Mate of the outrigger, "Listen to those guys rave!"

"Beat it," quoth the Mate—and the deed was done. And we literally "ate up" eighteen miles of perfectly good pavement in our desire to reach the foot of aforesaid mighty mountain. In supreme contempt, as befitted old-timers, we passed up orange groves whose trees were laden with the rich juicy fruit that is characteristic of Southern California—and also in supreme contempt we passed up the boulevards that crossed and criss-crossed our way in all directions; we were bound for the tall timber. We had vowed to conquer old Wilson.

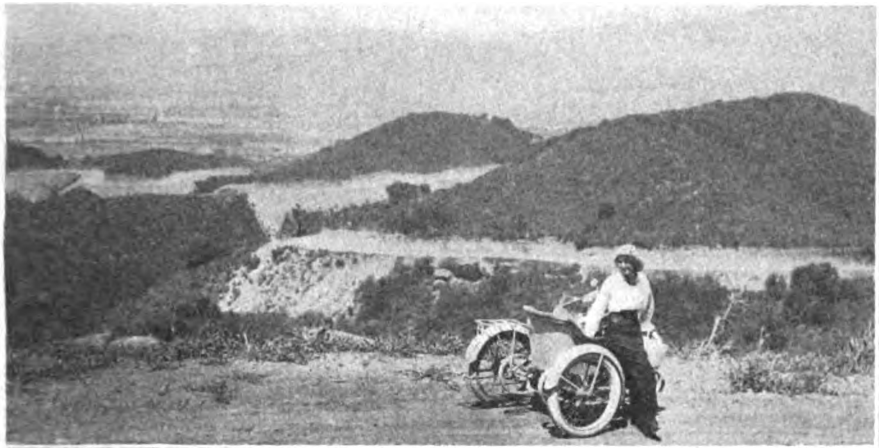
Our goal was a mile high—straight up through the clouds that hid yon peak from view and threatened to dampen our garments but not our ardor. "Aviators" is right—for we fly high—and I'll vouch there's not a climbable mountain peak south of the Tehachepi that has not been marked by our Diamond Treads.

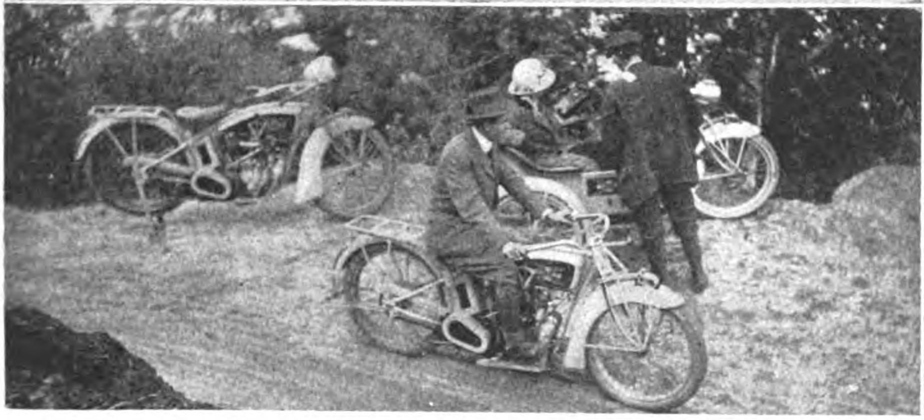
Hitting the Upward Trail

We reached the toll gate at the foot of the trail, and after parting with "two bits" each, and "two bits" more for each machine, the gate swung wide. We passed through, and the Lady of the Gate bade us good luck and warned us to go slowly, for the road was a wee bit dangerous because of recent rains.

We were off! The toll gate swung shut. Gear shift levers dropped back a notch—

cut-outs were opened wide and the ten-mile climb begun. And, say, Bo! the way those machines buckled down to the grind filled our hearts with joy—and filled the air with a sound that made Perry's "X" at the Venice Grand Prix sound like a low-humming sewing machine. Back and forth—reverberation upon reverberation—the solid bark of our open exhausts was bandied from the canyon walls and returned in volume fourfold and more.





At top, In the Tall Timber; below, a Fair Sidecarist Poses With a Striking Background; at right, A Halt to Compare Notes; bottom, One of the Wide Turn-outs; right, the Party ***Emerges Above the Clouds***

Power? Why, say! Before we had gone a quarter of a mile we had old Wilson trail looking like a flat stretch of pavement in a hind wind. And those "treacherous" nineteen per cent hairpin turns caused us no more worry than did the rounding of a corner in the streets of the city—nay, even less, for on Wilson no traffic-cop raised a hand against us, as we cut corners and took the turns with throttles wide open!

Once, as we rounded a switchback, a familiar rig loomed large ahead—the ubiquitous Ford—crawling along on low gear, like a snail. A voice from the rear: "Jitney, ahoy," yells Bill.

"Give 'em a tow," jibes Raymond Q.

The driver of the flivver looked back—that's all—and continued to crawl along, like a snail. Our persuasions were in vain; he "had it on us," and he knew it. We couldn't pass him on the narrow trail, and he knew it. And I knew by the expression of the back of his neck that he was chuckling to himself. I knew it!

A Jitney Driver Foiled

Says I to the Mate in the outrigger, "We're going to blow smoke in that jitney driver's face if we have to climb right on over him to do it!"

We stopped and held a council of war. Result—Bill and Raymond Q.—riding single—brushed by said jitney on a wide turn and stopped square in front of it. Jitney driver talked quick-Latin and jammed on the brakes, real sudden-like. Did he stop? He did! Furthermore he stopped exactly where we intended he should stop. Wherefore, myself with the sidecar outfit came up from the rear and blew smoke in his face—as per conspiracy—and passed him up.

"Thank you for letting us pass by," sweetly smiled the Mate to the jitney pilot. But jitney pilot was speechless—furthermore, he had stalled his engine. Furthermore, he never reached the top—for we never saw him again that day on Mt. Wilson! May goodness and mercy follow him all the days of his life—amen.

On our way again—into a thick blanket of caressing fog. We were up in the clouds now—rain clouds whose contact was damp and clammy. Sunshine was blotted out and we could scarcely see twenty rods ahead—such was the denseness of the dripping, oozing atmosphere. The road became soggy, the turns slippery. We remembered the Gatekeeper's warning and dropped into low gear.

A mile from the top a recent landslide blocked the trail. It was the work of a half hour to clear the trail enough to enable us to get by—and in ten minutes more our motors ceased to bark; the sudden stillness seemed uncanny and unreal, and so did everything about us seem unreal in that smothering blanket of mountain fog.

We were on top—on the very peak of Mt. Wilson—over a mile above sea level—and the old Pacific but forty miles away! Yet, only yesterday our hardy machines were reposing snugly in their factory crates. From crate to mountain peak! What more severe test could a doubting Thomas prescribe?

Inside the toll house on the peak all was comfortable and cosy. A roaring log fire blazed forth its welcoming cheer. On the plank table we spread our basket of lunch, while the Keeper of the upper Toll House served us with huge tin cups full of steaming coffee.

English Hill-Climbers Are Carefully Observed

Officials and Spectators Watching Crew of a Harley-Davidson Combination (The Sidecar is of British Build), Taking a Turn on a Long Test Grade; All Such Competition Has Been Suspended Now Because of the War

Lunch over, we loafed and loitered round about, hoping that the dense fog would rise and so disclose to view the valley below. But our hopes were of no avail—that ornery, sticky, clinging fog just naturally hugged the ground and would not budge an inch.

"Three days of it," remarked the Gate Keeper; "reckon it'll snow t'night."

Snow! And but ten miles away, in the sun-kissed valley beneath the cloud bank, were oranges hanging ripe on the trees, and golden poppies blinking in the sunshine! Such is California.

Our faithful steeds awaited our departure, and, as all hands climbed aboard, they silently slid away on the start of the ten-mile coast to the foot of the grade. After two miles of slipping, sliding, and tail-wagging, our machines at last burst through the dense clouds and we were almost blinded by Old Sol's sudden dazzle. Like a diver coming to the surface—so did we emerge from that dripping fog that hugged the mountain tops a full mile above the valley.

A Magnificent Panorama

Below us, stretching away to the coast line, was a magnificent panorama of orchards, orange groves, vineyards, towns and cities. There was the broad Pacific—its ceaseless waves breaking in long lines of creamy spray. At our feet, lay Pasadena, looking exactly like a huge checkerboard spread for play. There, farther on, was Los Angeles, whose mighty piles of masonry and steel seemed like jumbled dice thrown heaped by a careless hand. And everywhere, in every direction, concrete boulevards shimmered in the sunlight—alive with crawling, creeping things propelled by gasoline. Yet farther, were the coast towns of Long Beach, San Pedro, Santa Monica and Venice. And beyond, on the horizon, the Coronado Islands and the island of Santa Catalina could be discerned.

Lingeringly we moved on—down the winding, well-beaten mountain road. We made the descent leisurely, our engines silent. The way led around precipitous cliffs, and dizzy crags; through shaded canyons, dense with timber—the stillness broken only by the flush of mountain waterfalls or the raucous squeak of our brakes. Down, down, ever down and around, we zigzagged back and forth till again our engines barked forth their power-song and the toll gate again swung open for our exit. Outside the gate we mingled with and were swallowed up by the passing throng—the throng that prefers concrete boulevards to mountain roads. Well, "let them as has—keep"; give us the open road—the dusty, winding, dangerous trail that leads to the clouds and the mountain peaks!

"How about it, Mate?"

"How about it, Bill?"

"How about it, Raymond Q.?"

"Yea, verily—even so," they chorused; "we 'uns be aviators!"

Take Care of Wire Controls During Cold Weather

SEE that the inner member of a wire control is well lubricated during the winter months. A good mixture is one half vaseline and half gasoline, using a small oiler or gun to send it in. Inject the mixture from the lever end of the sheath, and make sure that it passes through the entire length of the mechanism. When the gasoline evaporates, it leaves the vaseline in place on the inner member.

When You Take Down the Gearbox

IN overhauling a gearbox, the thrust bearing should be examined closely for signs of wear and misalignment of the shaft. The latter condition will be indicated by brightness of the surface in one particular section, and the remedy should be replacement. To verify this, put the bearing on a surface plate and use a try-square on it.

Ball-bearings should be examined for balls out of round. It is best to replace all such balls, as a deformed ball in a race will spell trouble in the long run.

Repairing a Small Cylinder Crack

WHEN a cylinder is cracked at the flange and the crack does not extend very far, a remedy can be effected by drilling holes about one-eighth inch from each end of the crack. These holes should be about 3/16 inch in diameter and may be tapped for short screws. This will prevent the spread of the crack. The ends of the screws should be flush with the surface of the cylinder and should be dressed to the form of the surface. In assembling it is well to be sure that no ring slot will touch either screw when the piston is at the bottom of its stroke.

ARTLEY SHATTERS THE SIDECAR RECORD

Coast Henderson Rider Adds 122 Miles to 24-Hour Figure, Covering 706 Miles—Used Pullman Sidecar and Picked Equipment—Made Mark on Second Try

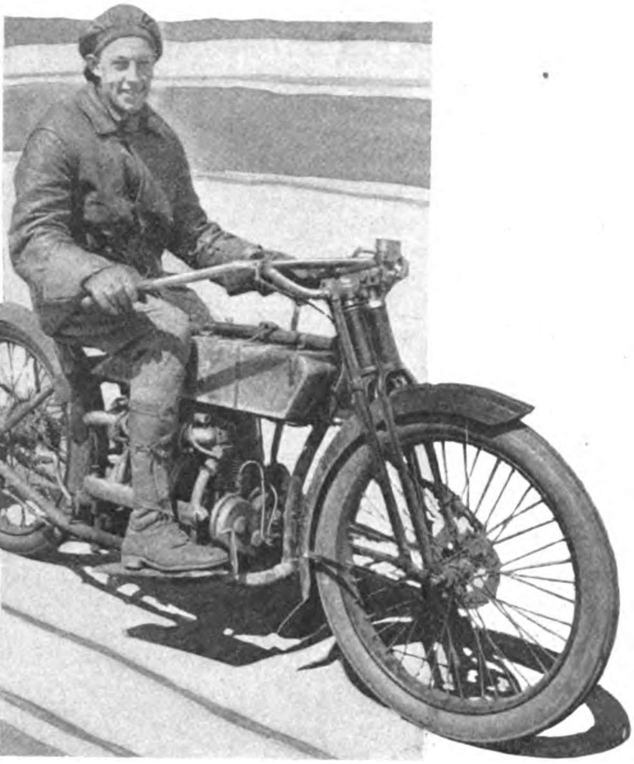
LOS ANGELES, Cal., Jan. 4.—Once again the 24-hour motorcycle and sidecar record has gone up, and once again Roy Artley has won the recognition of the motorcycle world for his prowess as a pilot of the first water sort.

Artley made two attempts to do the trick, failing on his first try because of inclement weather; on his second trial, however, he managed to add 122 miles to the unofficial record made by Buck and Passmore, of New England, early in December. Artley, who rode a 1917 Henderson with Pullman sidecar and carried Allan Monks as passenger, set the new mark at 706 miles, and is confident that it will stay there for a few months at least.

Was Sanctioned Run

By way of eliminating all chance of a "comeback" and getting the figure set down on the F. A. M. records as an official record, Artley procured an F. A. M. sanction before he made his try, and W. G. Kennedy was appointed official referee and scorer in Delmar, while John J. O'Connor, editor of *Pacific Motorcyclist*, did the honors at the Los Angeles end of the course.

Artley covered the distance between Los Angeles and back three times, which gave him a total mileage of 645; discharging Monks he then took on O'Connor, the referee at Los Angeles, and carried him to Anaheim and back, adding 56 miles to the figure. The remaining five miles were added traveling around the city during the last few minutes of the 24-hour stretch.


Roy Artley, Who Made New 24-Hour Sidecar Record on Henderson

Before attempting the all-day and all-night grind the Henderson rider spent almost a week in trying out equipment on his machine, so that when the time came for a "show down" he had nothing to fear. He was particularly elated at the finish over the performance of his Berling magneto which, he says, never missed a spark for the whole 706 miles of travel and with the behavior of the A. B. C. generator which supplied his light.

His other equipment included Firestone tires, Wright plugs and Edison storage battery.

BENNETT COVERS BAKERSFIELD COURSE

Of Ten Starters in Annual Grind of 550 Miles, Excelsior Rider Is the only One to Complete Route—Endurance Contest Called Off at San Luis Obispo

BAKERSFIELD, Cal., Jan. 6.—Wells Bennett of Los Angeles, riding a 7-horse power, three speed Excelsior motorcycle, was the only one of the ten riders in the annual 550 miles endurance run of the Bakersfield Motorcycle Club to cover the entire route.

Checking stations were maintained at the following points: Bakersfield, Taft, McKittrick, Santa Margarita, San Luis Obispo, Santa Maria, Santa Barbara, Ventura, Los Angeles, Saugus, Elizabeth Lake, Mojave, Tehachapi, Keene and Bakersfield. Bennett arrived here at 2:45 yesterday afternoon nearly two days behind schedule time.

Ten Riders Started

The ten riders set out from here at 5 o'clock Sunday morning, Dec. 31, and were due to arrive at 6 p. m. Monday. Bennett was the only cyclist to proceed beyond San Luis Obispo, 130 miles due west of here.

The following 10 riders started: Wells Bennett, Excelsior; Jim Castle, Harley-Davidson; J. D. Loomis, Henderson; Bob Gunning, Excelsior; J. W. Titus, Excelsior; Tony Barutiche, Excelsior; E. A. Stevenson, Harley-Davidson; B. R. Gilmore, Excelsior; J. A. Berges, Indian; M. Tice, Excelsior.

Only eight riders reached San Luis Obispo, Gunning having run into a fence a few miles the other side of La Pansa, and Jim Titus having stopped 10 miles west of McKittrick with carbureter trouble. Of the eight, Bennett was the only one with a perfect score. Gunning put up at Simler, where he waited for the return of the riders from San Luis Obispo, while Titus returned to his home in Taft Sunday afternoon.

Five cyclists left San Luis Obispo at 11 a. m. Tuesday. They were Barulich, Kastil, Stevenson, Gilmore and Tice. They all stopped over night at Simler, finding the roads over Carrisa plains to be very soft with an adobe formation. The riders left Simler yesterday noon.

J. A. Berges, riding an Indian, and J. D. Lumis on a Henderson shipped their machines back to this city by train from San Luis Obispo and returned themselves yesterday morning.

How Bennett Fared

Bert Gilmore, on an Excelsior, followed at 9 p. m. Bob Gunning, who Gilmore stated was greatly fatigued by the vicissitudes of the run, had not arrived at an early hour this morning. Gilmore left Gunning after helping him over the Temblor hills and directed S. Guerner, his agent at Taft who set out from Taft at 9 o'clock yesterday morning with provisions, to render assistance to the riders, to proceed toward Temblor and help Gunning if necessary.

"I believe I could have made schedule in every place except betweeen Saugus and Mojave," said Bennett on his return. "The trip proved that the motorcycle can go through roads which autos cannot. There were a number of stalled autos between Elizabeth Lake and Mojave."

McMORRAN IS TOP-SCORER AT EUGENE

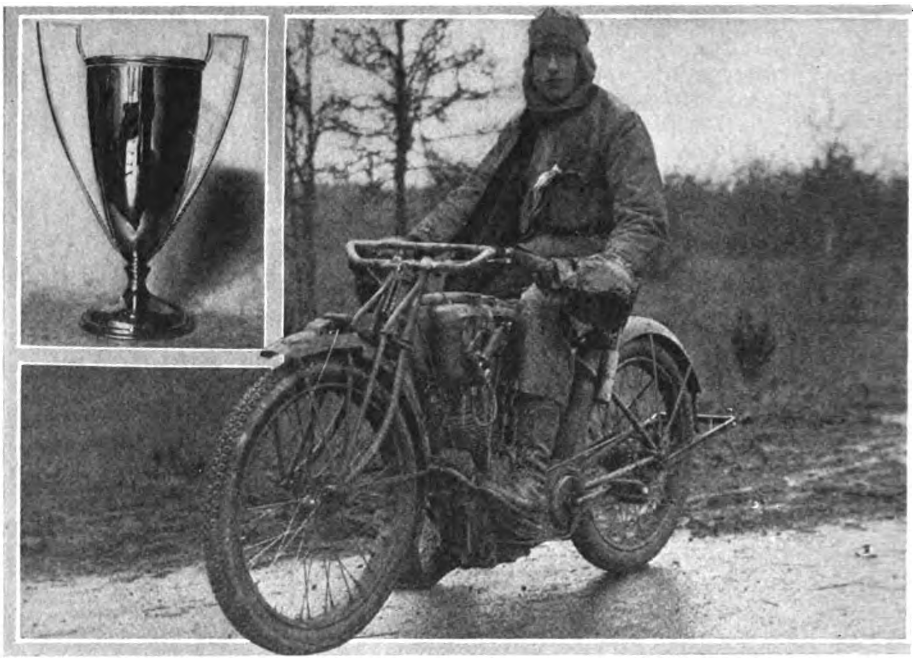
Mounting an Excelsior, He Is Only Solo Rider to Finish 160 Miles Over Muddy Five-Lap Course; Biddle and Moses Win Sidecar Award with Harley-Davidson Combination

EUGENE, Ore., Jan. 6.—The riders in the second annual reliability run of the Eugene M. C., on December 31, encountered muddy roads and generally bad weather, but the contest proved the most successful from a sporting viewpoint in the history of the club.

Dermott McMorran, mounting an Excelsior, kept his score clean over the 160-mile course, and was awarded first place in the solo division. Robert Biddle and Earl Moses, with Harley-Davidson sidecar combination, carried off the honors in the passenger class.

How Others Fared

The other entrants were disposed of as follows: Edward Tripp, 1912 Indian, retired by ignition trouble; Friday Watson, Indian, struck a dog; George Plank and Elmer Smith, Indian sidecar combination, retired after a spill; Yale Smith, Indian, forced out near end of run by spark plug trouble. Smith made the first round of the 32-mile circuit in 46 minutes and was the first rider to finish a lap. It was on the fourth circuit that he was retired.



Dermott McMorran, the Winner, and the Cup He Ambled Off With

The first prize, which went to McMorran, was a 13-inch silver loving cup; second prize was a Goodyear Blue Streak tire and tube; third prize, a United States Chain tread tire and tube; fourth prize, an Old Sol headlight; fifth prize, a pair of gloves; sixth prize, a pair of leggings. The contest was run on five laps, between Eugene and Junction City, each lap being 32 miles.

Following the run a chicken dinner was served to the contestants at the Eugene M. C. clubrooms.

FOUR MONEY MEN IN TUCSON-DOUGLAS RACE

Ryan Brought His Excelsior Through First, With Frank Lynn, Harley-Davidson, Second, Bill Gardner, Harley-Davidson Third, and Barnett, Indian, Fourth

TUCSON, Ariz.—Following is the list of "money men" in the Tucson-Douglas motorcycle race, which was staged December 31: Bill Ryan, Excelsior, $100; Frank Lynn, of Tucson, Harley-Davidson, second, $75; William Gardner, of Douglas, Harley-Davidson, third, $50; Frank Barnett, of Douglas, Indian, fourth, $25.

In addition to the riders named the following made the start: Jesse Goodsell, of Douglas, Harley-Davidson; Bill Cox, of Tucson, Indian; Sam Boucher, of Douglas, Excelsior; D. J. Buck, of Tucson, Harley-Davidson; L. S. Hedges, of Douglas, Harley-Davidson.

In winning the race Ryan covered the course in 3 hours, 34 minutes. Lynn finished five minutes later; Gardner completed the trip in 4:01 and Barnett's time was 4:07.

Ryan's mount was equipped with Wright plugs, Firestone tires, Bosch magneto, Schebler carbureter and Duckworth chains. Lynn used Wright plugs, Firestone tires, Remy generator, Schebler carbureter and Duckworth chains. Gardner used the same equipment as Lynn.

Rainy weather left the route in poor condition. Buck, Harley-Davidson, was first into Benson, the initial checking station, but between Benson and Tombstone he suffered a spill and dislocated a shoulder. Hedges missed a turn near Vail and sustained a fall which retired him also.

MAY GET IMPROVED LAW

State Road Board Representative Will Confer with Swenson in Providence

PROVIDENCE, R. I., Jan. 6.—B. A. Swenson has made arrangements to meet George R. Wellington, of the State Board of Public Roads, next week to discuss the framing of a more satisfactory State law to cover the registration of motorcycles.

"The present system of registering motorcycles in this State is unjust," said Mr. Swenson, a few days ago. "A man with a solo machine pays $2, while his comrade with a sidecar outfit is taxed $5, the same amount charged a motor car owner. The number plate system is faulty, too.

"I intend to submit to Mr. Wellington an arrangement that will place the sidecar in a classification apart from the automobile, and to have it so arranged that the sidecarist will not have to carry two separate licenses, one for solo riding and the other for sidecar travel, as he does at present. As the Legislature is now in session we hope to obtain definite action on the matter in the near future."

HERE'S A BRAND NEW STUNT

Kansas City Company Delivers Oyster Cocktails Regularly by Motorcycle

KANSAS CITY, Mo., Jan. 8.—Yes, there is always something new under the sun if we are only keen enough to look around a bit. For example, the Baltimore Cocktail Co. is now using a special metal van attached to a Harley-Davidson motorcycle to deliver trays of oyster cocktails to cafes, soda fountains and restaurants.

The van is partitioned so that trays containing a dozen oyster cocktails in separate glass containers, holding a dozen oysters each and their condiments, are easily and safely carried. Each separate container holds a little less than half a pint.

The company reports that the delivery system is giving great satisfaction, and that the celerity with which orders can be handled has had a decidedly favorable effect on business.

MOTOR FLOAT IN PARADE

Pasadena Pays a Novel Tribute to the Motorcycle in Annual Tournament

LOS ANGELES, Cal.—The handsomest float in the Pasadena Tournament of Roses parade on New Year's Day was that of the Covina Chamber of Commerce, entitled the Modern Chariot. It was a Roman chariot drawn by four motorcyclists in up-to-date motorcycling costumes. The most interesting feature of this exhibit is that it was not staged by the motorcycle trade, but by the Chamber of Commerce of Covina who chose this method of indicating that their town is up to date.

They conceived the idea of the chariot themselves and made arrangements with the Los Angeles Excelsior agents for four Excelsior motorcycles and riders.

THOR FACTORY TO FINANCE TIME SALES

Aurora Automatic Machinery Co. Will Handle Accounts Through Mercantile Trust Co.—Will Also Solicit Commercial Business for Its Dealers

CHICAGO, Ill., Jan. 10.—Once again C. B. O'Hare, salesmanager for the Thor, has thrown a bomb in motorcycle trade circles by the announcement of a new policy which bids fair to have far reaching results on motorcycle sales methods.

It was indicated in the last issue of **Motor Cycle Illustrated** that the new Thor policy would involve a well developed plan to finance Thor dealers the country over in the installment sales business. Insofar as it went that prediction was true; but broad as it is that after all is but a portion of the new Thor co-operative plan.

New Commercial Campaign

Perhaps equally as big in its way as the announcement of its plan to finance installment sales is the new Thor commercial motorcycle sales campaign. A thorough plan has been worked out for the solicitation of commercial motorcycle business in the territories covered by Thor dealers which business, as a matter of course, will be handled through the Thor dealers.

This is what the Thor folks are pleased to term the last word in co-operation and by way of giving it a double barrelled import, it is made emphatic that Thor dealers are expected to co-operate with the factory in the matter of soliciting commercial business and to follow up to the closing point every lead that is sent to them through the intermediary of the factory campaign which is being gotten under way.

The installment accounts of its dealers will be handled through the Mercantile Trust Co., of Chicago and it is pointed out that the prestige of those behind the Aurora Automatic Machinery Co. who are backed by ample capital, will start the new policy off with a bang that cannot fail of producing almost instantaneous results.

In announcing this new broad-gauge policy at the present time, Salesmanger O'Hare points out that it is the object of the Aurora folks to have the whole system working on a perfectly smooth basis before the busy season opens so that Thor dealers will be in a position to profit to the utmost by the helping hand the factory is extending them.

The establishment of a school for commercial motorcycle drivers, the plan to solicit commercial business for its dealers and the decision to finance its dealers are the forerunners of a brand new Thor policy indicating a complete turn over from the course of ultra conservatism which formerly characterized the Thor business and the adoption of a progressive policy that cannot fail of lining up dealers of the better sort the country over under the Thor banner.

In speaking of the new policy, O'Hare laid particular emphasis upon the faith the Thor folks, after years of observation, put in the future of the motorcycle as a commercial vehicle. He says:

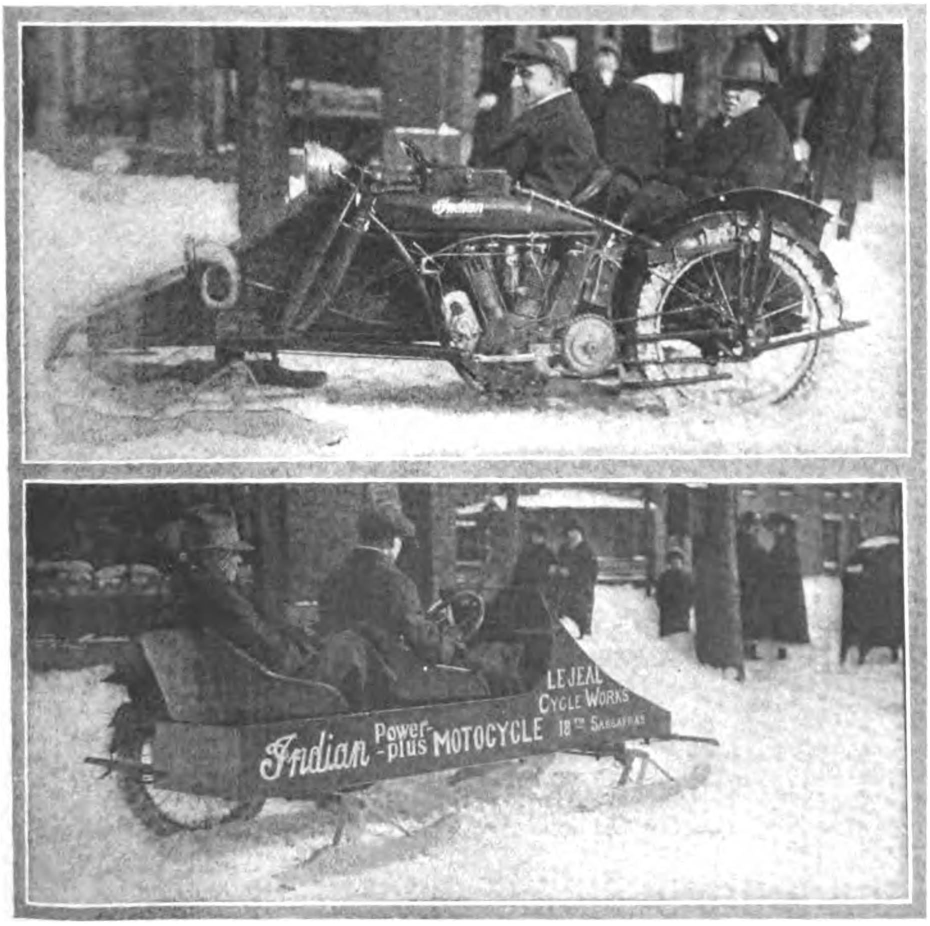
What O'Hare Says

"I believe that we have struck the right vein and along with our intentions to promote the commercializing of the motorcycle I think our plans are working in harmony and eventually we will have convinced the dealer, present or future, that the motorcycle is downright business equipment and not solely a pleasure vehicle.

"I have taken pains to determine the economic results obtained by consistent uses of commercial motorcycles, and they have satisfied us all that we are absolutely on the right track in fostering this commercial thought in connection with the motorcycle.

"The whole idea is one which involves the welfare of our dealer organization as well as the motorcycle industry, and with this thought in mind we will be on the alert always to add our efforts to any movement that is made to further motorcycling in general."

AN OUT-OF-THE-ORDINARY MOTOR SLED



The Winter Machine Built Around an Indian Twin by the Le Jeal Cycle Works, of Erie, Pa., the Local Hendee Representative

BAKER RETURNS HOME

SAN FRANCISCO, Cal., Jan. 2.—E. G. "Cannon Ball" Baker left San Francisco Thursday for his home in Indianapolis after spending several weeks in San Francisco and vicinity. Baker came to the coast to participate in the big endurance run.

HOW SWENSON GETS 'EM

PROVIDENCE, R. I., Jan. 8.—B. A. Swenson is offering a pair of goggles to every motorcyclist who will supply him with the names of five prospects who have never owned a machine. The offer holds good for thirty days.

Another offer by Swenson provides that he will supply a well-made motorcycle suit to anyone who puts through for him a sale of either a new or used Indian motorcycle. This offer holds good till July 1.

INDIANS FOR FIRE PREVENTION

NEW YORK.—Calvin R. Webber, head of the motorcycle department of Baker, Murray & Imbrie, has sold to the New York Fire Prevention Bureau four Power-plus Indians with Prest-O-Lite equipment to be used by the agents of that bureau.

BAKER MADE HONORARY MEMBER

SAN FRANCISCO, Jan. 8.—At the last regular meeting of the San Francisco M. C., E. G. Baker was elected an honorary member of the organization. "Cannonball" has made many friends in San Francisco and vicinity during his month's stay, who hope he will extend his visit indefinitely.

HITTING THE HOLIDAY TRAIL

(Continued from page 7)

two of my wife's aunts before leaving the town, and dropped off to say "Happy New Year" to one of her sisters in an outlying district. To say that all this made her happy is putting it mildly.

At 3 o'clock we ran into the front yard of my old home, after about a six mile ride, and the old folks, with two of my married sisters and a younger brother, greeted us at the door with the greatest assortment of hugs, kisses and miscellaneous inquiries that anyone ever heard of.

The spirit of the whole program had never seemed quite so fine before.

On the Homeward Trail Again

Well, we chattered of all the wonderful things that folks talk of in such circumstances, assisted nobly in clearing away another big meal at 4:30 and then said farewell—a lot of farewells, in fact.

As we got under way, my wife happened to think of my married brother, who lives about two miles outside the town, and who had visited the old people in the morning, only to depart half an hour before we arrived. Wouldn't it be fine to give Jim and Etta a surprise? Well, rather!

So off we scooted to see Jim and Etta. They welcomed us with open arms and insisted upon another meal. We explained emphatically that it was simply out of the question to sit down before another loaded table, so they had to be satisfied with giving us mince pie. Archie's eyes bulged, but he stuck gamely to his work.

Half an hour later we made a new start. It was considerably chillier, but being warmly clad we were not uncomfortable. We made the homeward run without incident, driving at quite a slow pace because of the rutted roads and the occasional patches of ice, and pulled into our home city at just about 7 o'clock. About 15 miles out I stopped to light my lamps and it was then that we discovered Archie was asleep. The little codger had imbibed more turkey, cranberry sauce, mince pie—and fresh air—than he had ever crammed into the same space before and he had decided to call it a day.

I dropped the missus and Archie off at the house and then buzzed around to the garage.

"How'd you make out?" queried the garageman.

"Fine!" I answered. "First time I ever knew how much genuine New Year's spirit there was in a motorcycle. I wouldn't have missed today's trip for anything."

When I reached home the missus had Archie under the covers. Her cheeks were rosier than they had been in months and her eyes were just on the verge of being moist.

"The Finest Trip Ever"

"Well, what do you think of the whole program?" I asked.

"It was the finest ever!" she exclaimed. "We saw more of our folks than we have ever been able to see in one holiday in other years, and we had nothing to worry about from start to finish. The best part of it was that we arranged our own timetable, and in that way we made every moment count for something. I've decided that trains are awful nuisances, but that a motorcycle and sidecar are really members of the family."

As I filled my pipe for a night-cap smoke I decided that the missus had never made a brighter remark.

JERSEYITE REPORTS ON VIRGINIA ROADS

Tells Harrowing Story of Plugging Through Sticky Mud and Icy Water on Trip from Richmond; Was Forced to Remove Mudguards

NEWARK, N. J., Jan. 6.—Frank Campbell, a member of the New Jersey M. C., hopped aboard his Harley-Davidson December 12 and headed for Virginia. He found the going good till he got into the Old Dominion State; then he began to wallow around in the famous clay of that section, and here's what he writes:

"I had reached Richmond after a ride over muddy, wooded roads, snow-covered in many places. Fell twice through skids, so I put the anti-skid chain on the front wheel and roped up the rear one. That was the candy for a while—then the mud clogged up under the mudguards so I had to remove them. As a result it went fine again. Gee, the mud down this way is fierce—it is the stickiest I ever saw. It acts like dough and stretches before it will let go.

"I am now in Lawrenceville, in the southern part of the State, with the roads rapidly drying up. From Richmond to Petersburg the going is rotten—excuse my French—all the way up and down hill. From Alexandria down it was fair until I had to turn off into the mud country, and then I was cheered by thinking I'd soon hit more improved roads, but before long the mud was gummed up over everything and it was growing dark. I was in a strange country, and all by my lonesome. You may believe it or not, but when I took the mudguard off I had to wash it and the chain in a brook.

The Jinx Still Follows

"I got going again, with the aid of two boys who lit up the scene with a pocket-lamp, and then made an uphill plug of four miles, with one spill from hitting a snow-covered rut. Then my pants caught in the chain and sprocket and I was delayed again. I finally reached Dumfries at 7:30 p. m., putting up in a farmhouse over night.

"The next day it was snowing as I rode over to Quantico, so I shipped my machine to Fredricksburg. I did not have a navigator's license, and the water was ice cold, anyhow, and covered the roads. Today it is warm again and the roads are drying, but they are the roughest I have ever seen and I wouldn't believe them ridable if I wasn't doing it myself. So far I have taken eight spills but only one caused me any pain.

"Tell the bunch 'Hello' for me. I hope you are having better riding than I am."

TORONTO TRADE DOINGS

Goodyear Factory to Be Completed in February—Other Notes

TORONTO, Ont.—The excavations and foundation work for the new Canadian factory of the Goodyear Tire & Rubber Co., at New Toronto have been completed and work has been started on the brick walls. It had been planned to have the plant ready for occupation in February, but this, now, is impossible because of labor conditions. The contract price for the Goodyear factory is $750,000. The original Canadian factory of the Goodyear Company at Bowmanville is in full operation and will remain so until the new buildings are ready.

The Dupont Fabrikoid Co. has also commenced the erection of a new plant at New Toronto, which is an industrial suburb of Toronto, to cost $75,000, exclusive of machinery.

The John T. Wilson Co., Toronto, first manufacturers of the Cyclemotor, are busily engaged in the production of the bicycle motor attachments for foreign markets. Recent shipments have been made from the Toronto factory to Holland and Australia. This company is also building up a stock of Cyclemotors to meet the Canadian demand in the spring.

Announcement is made that the Miller Rubber Co., Akron, Ohio, will build a Canadian factory at Trenton, Ontario, immediately.

The Canada Sales Company, Church street, Toronto, have become the Canadian distributors of National Vulcanizers, made by the National Motor Supply Company, Cleveland. The company is also doing a big business in the distribution of Mosler spark plugs.

CYCLES IN OTTAWA SHOW

Exhibition Will Be Held January 15-19; Proceeds to Patriotic Fund

OTTAWA, Ont.—Ottawa, the capital of Canada, will enjoy a motor show during the period of five days from January 15 to 19, when a "Patriotic Motor Show" will be staged on the three floors of the Arcade building, Spark street. A portion of the building has been reserved for motorcycle and bicycle exhibits, and a number of Canadian manufacturers and distributors will have displays.

Hyslop Bros., Toronto, bicycle manufacturers and accessory distributors, have arranged to make use of a large space.

Louis Livingstone is acting as the general manager of the show which immediately precedes the Canadian National Show at Montreal.

HOFFMAN AGAIN RIDING

SAN FRANCISCO, Cal., Dec. 30.—In spite of the heavy downpour of rain Saturday, Lieutenant Hoffman of the army aviation corps, who motored across the continent in 1915, left San Francisco on a 1917 Indian motorcycle for San Diego. He was accompanied by V. J. Moran, also riding an Indian, and the two hardy motorcyclists planned to make the trip in a continuous run. Because of the rains the roads are in a pretty bad condition and if the trip is made without mishap it will be remarkable.

Motorcycle Sidelights on New York Automobile Shows

S. K. F. AT SALON

Ball-Bearing Company Has Attractive Exhibit at Hotel Astor Show

NEW YORK, Jan. 6.—S. K. F. ball-bearings in radial, thrust and adjustable types form the bulk of the display of the S. K. F. Ball Bearing Company, of Hartford, Conn., at the Thirteenth Annual Automobile Salon, which opened January 2 at the Hotel Astor. Prominently displayed in the front of the stand is an ingenious apparatus showing the self-aligning properties of the S. K. F. bearing.

A crooked shaft is carried at each end on a radical ball-bearing, and the far end bearing is so arranged as to be movable away from the center line. The ease with which these bearings work at any position is thus demonstrated. In the back of the stand are a series of photographs showing motor vehicles in many countries which are fitted with S. K. F. bearings.

In charge of the exhibit is A. R. Whitman, of the factory force, assisted by Sales Engineer F. J. Rider and R. H. DeMott of the New York headquarters.

Seen at the Grand Central Palace

AT BERLING BOOTH

BERLING magnetos in Model N-44, for use on four-cylinder motors, are among the high lights at the stand of the Ericsson Manufacturing Company, of Buffalo, N. Y. This model has a timing range of 25 degrees and weighs 10½ pounds complete. The U. S.-13, for small single cylinder motors, as used on lightweights and bicycle motor attachments, is also on view.

BOSCH PRODUCTS

FEATURED at the exhibit of the Bosch Magneto Company, of 225 West 46th street, New York, are the GIEV lighting and ignition set, and the Bosch motorcycle oiler, the latter having five leads. The oiler is of the rotary type with positive feed and distribution from the oil supply to the bearing surfaces fed by the leads. The well-known Bosch spark plugs are also shown.

NOVEL V-RAY DISPLAY

V-RAY sparkplugs are demonstrated at the stand of the Stewart-Warner Speedometer Corporation, Chicago, Ill. The construction of the plug is shown in section in a monster facsimile which is caused to rotate. The action of the plugs is demonstrated on a display stand, prominent users of these plugs being shown at intervals on illuminated transparencies at the top.

DIXON'S SPECIALTIES

GRAPHITE motorcycle lubricants are being shown at the stand of the Joseph Dixon Crucible Company, Jersey City, N. J. In particular, Dixon's Graphite Grease No. 677 is recommended for three-speed gearsets, while Graphite Gear Oil No. 675 is for such gearsets as require a more fluid lubricant. Graphitoleo for packing hubs and coaster brakes, and Dixon's motor chain compound are other cycle specialties of this company.

AT SCHRADER'S STAND

TWITCHELL and Schrader tire gauges and Schrader tire valve parts are the features at the stand of A. Schrader's Son, Inc., Brooklyn, N. Y. The valve insides are to be had in sets of ten packed in a neat tin box, for the various styles of Schrader tire valves. The firm's pump connection is also shown.

SHOWING THE EXIDE

EXIDE Type Z accumulators, for use on motorcycles, are prominent at the exhibit of the Electric Storage Battery Company, of Philadelphia, Pa. Larger sizes of lighting battery under the Exide name are also on view, as well as a number of elements of the Exide cell.

NEW HANDPHONE OUT

HANDPHONE and Newtone horns, as well as a line of bulb horns for cycles, are on view at the exhibit of the Automobile Supply Manufacturing Company, 220 Taaffe Place, Brooklyn, N. Y. The most recent in the Handphone series is the Handphone Junior, a simple horn of high-grade but listing at $2 ready to fit to the machine.

FRASSE SHOWS STEEL

FRASSE-ELECTRIC steels and Shelby steel tubing are shown at the stand of Peter A. Frasse & Co.,, Inc., of 417 Canal street, New York. The Shelby tubing is seamless and is made from open hearth steel in various carbon contents. The Frasse-Electric steel is from the firm's works at Hartford, Conn.

ATTRACTIVE PLUG DISPLAY

MOSLER Vesuvius spark plugs, in metric and ⅞-inch mica and porcelain insulators; occupy a prominent place in the exhibit of A. R. Mosler & Co., of Mt. Vernon, N. Y. For motorcycle service the mica core is the one recommended by the Mosler engineers. This plug has a stone insulation, made from the firm's Vitite and is fitted with continuous knife-edge electrodes, giving a ribbon of flame, which ensures combustion.

HORNS AND TERMINALS

CLERO horns and a variety of terminals for plugs, magnetos and other electrical apparatus, are shown at the booth of the Fitzgerald Mfg. Co., Torrington, Conn. The Clero signals are of the mechanical type and are noted for their ease and certainty of operation, as well as their range of tone to suit all riding conditions.

E. A. PIONEER HORN

E. A. HORNS, in both the most up to date and the earliest types are to be seen at the booth of E. A. Laboratories, Inc., Weyth avenue and Broadway, Brooklyn, N. Y. Of more than usual interest is the pioneer mechanical horn, made by E. A. Aufiero, this being about 7 inches long. The toothed wheel is about 2 inches in diameter and is intended to be rotated by the thumb.

SCHEBLER EXHIBIT

MODEL H Schebler carbureters are shown at the stand of the Wheeler-Schebler Carbureter Company, Indianapolis, Ind. This type of carbureter is now in use on practically all makes of American motorcycle. The display includes sectional models of this and other carbureters in the Schebler series.

MILITAIRE-CAR DISPLAY

MILITAIRE-CARS enjoy the distinction of being the only two-wheelers at the Grand Central Palace, and three of them are to be seen at the stand of the Militaire Motor Vehicle Company of America, of Buffalo, N. Y. The three-gallon gasoline tanks on these cars are fitted with an indicating gauge in the top, and each car is fitted with speedometer, Hawthorne Hornlite and tail lamp.

FEATURING THE KLAXON-3

INTEREST at the booth of the Klaxon Company, of Newark, N. J., centers in the Klaxon-3, a new model of the well-known mechanical horn, listing at $3. While the price is moderate, the workmanship and lasting qualities of this horn are excellent. The Hand Klaxon and Klaxonet are also on display.

CROWDS AT SPLITDORF SPACE

SPLITDORF Mag-Generators, Dixie magnetos and Splitdorf sparkplugs are centers of interest at the space given over to products of the Splitdorf Electrical Company, of Newark, N. J. The Mag-Generators are shown connected up as when fitted on a motorcycle. A line of ammeters, with both center and side zero, is also on display.

SHOWS SAMPSON PLUGS

DEMONSTRATIONS of the Sampson Feather Edge plug draws the crowds to the stand of Stevens & Company, 375 Broadway, New York. This plug makes a permanent repair without the use of cement, vulcanizing or any chemicals. A neat display outfit for these plugs is shown, and a number of other Stevens specialties are there for the interested tradesman.

CORBIN-BROWN SPEEDOMETERS

IN order to show the sturdiness and accuracy of the Corbin-Brown speedometer a jiggling stand is arranged at the exhibit of the Corbin Screw Corporation, New Britain, Conn. This stand is so arranged as to put the speedometer head through a series of lifts and bumps, while the instrument is running. Screw machine parts and other Corbin products are also displayed.

HELDT GETS VALUE

Yonkers Rider, Always at It, Covers 20,000 Miles on 1916 Mount

YONKERS, N. Y.—In Harry Heldt, who rides an Indian and sidecar, Yonkers claims to have the rider who is the champion at getting full value from his motorcycle outfit.

Heldt rides all the time, summer and winter and quite without regard to weather conditions. As a matter of fact, Heldt is never seen without his machine and has covered some **20,000 miles on his** 1916 Powerplus outfit.

NOT IN THE CATALOG

"BIG BILL" FARRELL, of the J. W. Grady Co., of Worcester, Mass., announces that the second year of his first juvenile model has just been completed.

Sturdy construction, graceful frame lines and a real solid quality throughout justify "Big Bill" in predicting for his model a big season on the track of life.

The kid's name is Bill, Jr.

FOOTWEAR SALESMEN MEET

AKRON, O., Dec. 30.—W. O. Rutherford, general sales manager, addressed the Goodrich boot and shoe salesmen yesterday as the opening feature of the sales conference at the Portage Hotel. The convention was in charge of J. A. Rishel, sales manager of the Goodrich footwear department, and 175 salesmen were in attendance.

NEW TIRE COMPANY IN AKRON

AKRON, Ohio.—The Akron-Biltwell Tire & Rubber Co. has been incorporated with a capital of $200,000 to manufacture automobile and motorcycle tires and tubes. The incorporators are M. Braley, J. F. Risch, L. E. Braley, Samuel Dezure, J. P. Rager, W. H. Kline and W. A. Young.

ROBERTS JOINS ROLLFAST FORCES

Troxel Saddle Man Assumes Post as Head of Harris' Reading Factory —Is a Pioneer Cycle Man

NEW YORK, Jan. 10.—H. T. Roberts, who has been one of the leading spirits in the organization of the Troxel Mfg. Co., of Elyria, O., has severed his connection with that saddle-making concern to become general manager of the American Skate & Mfg. Co., with headquarters at Reading, Pa. The American Skate & Mfg. Co. is one of the many D. P. Harris interests.

H. T. Roberts

The Reading plant is engaged in the manufacture of roller skates, handlebars and other Rollfast specialties which the D. P. Harris Hardware Mfg. Co. markets.

It is pointed out that Roberts will not alone be general manager but will also be one of the principal stockholders. Roberts is, perhaps, one of the best known of cycle trade folks. Years ago he was a member of the Troxel organization and broke away to go in for himself under the style of Ero Mfg. Co., with headquarters in Chicago. About two years ago Roberts sold out his Ero interests and went back to his first love, and since that time has been one of the most progressive members of the Troxel company's staff.

In his new berth Roberts will have full charge of a plant with 300 employes working to full capacity the year round. It comprises a building 400 feet in length and 100 feet wide, and has recently been increased by the addition of a warehouse 50 x 100 feet. The factory is right up to the minute in every particular, even to an industrial railway for rapidly handling both the raw and finished products and a railroad siding for 40 freight cars.

CROTONA PROGRAM

Club Will Install Officers Saturday Night at Clairmont A. C.

NEW YORK, Jan. 10.—The Crotona M. C., of the Bronx, will hold its installation of officers, to be followed by a dance and sociable at the club rooms of the Clairmont Athletic Club, LaFontaine avenue and 180th street, on Saturday evening next, January 13.

At the invitation of the Crotona M. C., State F. A. M. Commissioner George Ellis has decided to present the medals and prizes to those entitled to them by their performance in the midnight run at the same time.

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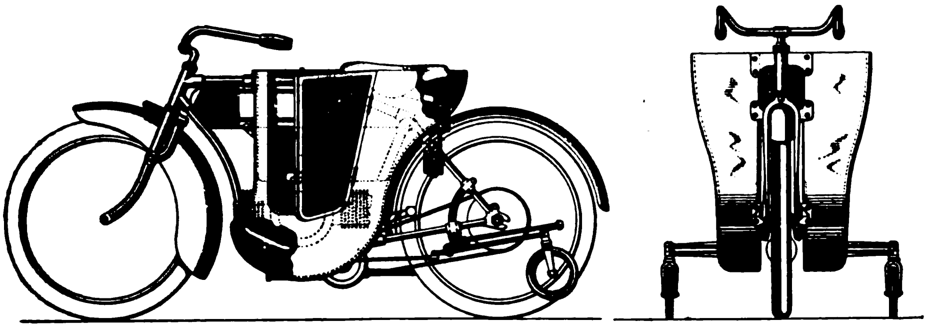
SHIELD AND STABILIZER FROM MILWAUKEE

Kaul, Inventor, Organizing Company to Exploit Devices—What They Are and How They Help the Motorcyclist



Showing Details of Kaul's Innovation Shield and Stabilizer

MILWAUKEE, Wis., Jan. 1.—Arthur A. Kaul, 943 Second street, this city, has developed a motorcycle body shield and stabilizer which is more than ordinarily interesting both from the trade angle and from the riders' viewpoint. Kaul is at the present time engaged in organizing a company which is to produce his devices and expects to get under way before the opening of the next riding season in the spring.

His body shield comprises a metal casing provided with doors so that the rider can enter. It straddles the motorcycle, being formed in two sections, and clamps to special attachment lugs which are provided with the outfit. It shields the rider from the waist down and converts the machine into an all-weather mount.

The stabilizer comprises a couple of small wheels, shod with solid tires, which are pivoted on swinging arms attached to the rear fork stays. Upon depressing a rocker pedal the wheels are swung out into operative position giving full stability to the two-wheeler. By pressing the pedal the other way the wheels fold up close to the side of the motorcycle and out of contact with the road surface.

The wheels are carried on a double arm, giving a parallel motion so that the plane of the wheels is always parallel with the rear wheel of the motorcycle.

Kaul is contemplating manufacturing his devices for use only on lightweight machines at the present time.

CRUDE RUBBER PRICES FIRM

Close of Year Was Quiet in the Market But No Complaints Were Heard

NEW YORK, Jan. 8.—The year in the crude rubber market closed very quietly so far as buying and selling were concerned, but there was little fault to be found with the firmness of prices. After quite some time on the under side, prices on the plantation grades are now higher than those asked for the best Brazilian rubbers. Yesterday, both first latex and smoked sheets were quoted at 79 cents a pound, spot, and 78 cents for January delivery. For up-river fine 78½ cents was asked for quick shipment and 78 for forward positions. Up-river course was held at 53½ cents, while the quotation on upper Caucho ball was 54 cents.

BIER PLANS ECONOMY LIST

WHEELING, W. Va., Jan. 8.—J. Landon Bier, president of the Wheeling M. C., has arranged to conduct an economy test with a Henderson motorcycle. This is being undertaken at the suggestion of the local Henderson agents.

A HOBOKEN INCORPORATION

HOBOKEN, N. J.—The Morrison Garage Company has just been incorporated, with capital of $2,500, to deal in and operate for hire automobiles, and motorcycles. The incorporators are John Morrison, Robert Morrison, of New York; Henry L. Brewer, of East Orange, N. J.

REAL SPORTING SPIRIT

Henderson Los Angeles Agency Extends Endurance Hospitality

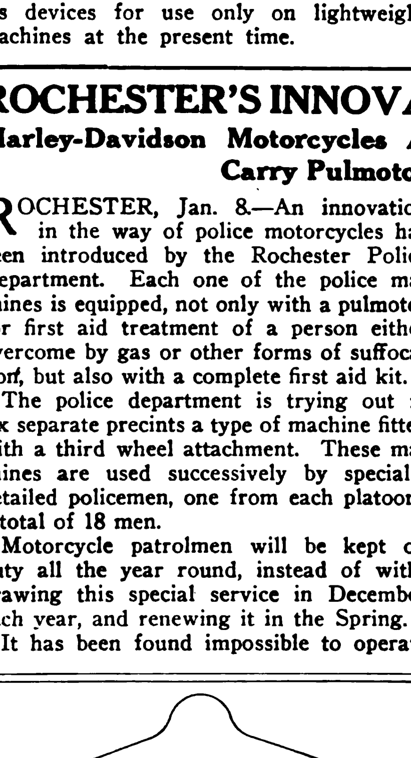
LOS ANGELES.—As an aftermath of the San Francisco (Los Angeles) double endurance run comes a note from the San Francisco M. C. to the Los Angeles Henderson agency thanking the four-cylinder folk for their friendly aid to all the riders who took part in the endurance.

When the boys came through on the big grind the Henderson folk were right on hand with hot coffee and plenty of things to eat, and their hospitality was extended to the whole field without regard for make of machines or trade affiliations.

PERSONS' SADDLE SPRINGING

Patent Is Granted Covering Characteristic Features of Well-Known Product

THOSE familiar with Persons saddle construction will recognize in the illustration some characteristic features of that make. The patent is No. 1,207,322 and was granted to Charles A. Persons, of Worcester, Mass., on December 5, 1916, although the application was made in March, 1913. There are three spiral coils of spring working at the rear of the saddle. The inner coil receives the first shock and when this is too great transfers the load to the second or middle coil. The third coil is for the recoil. The patent states that two coils are to be used as well as three, the principle of operation being substantially the same, and the only difference being the added capacity of the three-coil arrangement to absorb jars satisfactorily under greater weights.



Persons Saddle Springing Arrangement

ROCHESTER'S INNOVATIVE POLICE MACHINES

Harley-Davidson Motorcycles Are Fitted with Third Wheel and Carry Pulmotor and First Aid Kit

ROCHESTER, Jan. 8.—An innovation in the way of police motorcycles has been introduced by the Rochester Police Department. Each one of the police machines is equipped, not only with a pulmotor for first aid treatment of a person either overcome by gas or other forms of suffocation, but also with a complete first aid kit.

The police department is trying out in six separate precints a type of machine fitted with a third wheel attachment. These machines are used successively by specially detailed policemen, one from each platoon; a total of 18 men.

Motorcycle patrolmen will be kept on duty all the year round, instead of withdrawing this special service in December each year, and renewing it in the Spring.

It has been found impossible to operate the two wheelers with safety when the pavements are covered with snow and ice, but with the addition of the third wheel it will be practically impossible to upset the machine. Besides affording this extra protection to the rider, the three wheel device will be equipped with a commodious medicine and emergency kit, including a pulmotor for instantaneous use in restoration of unconscious persons. All the modern appliances, such as block and tackle used in hauling automobiles from mudholes and ditches, and the "first aid" equipment recommended by Dr. John A. Stapleton, police surgeon, will be carried by every machine.

Motorcycle policemen are assigned to each station house, and they act as minutemen in hurriedly responding to all calls, and by equipping all the motorcycles with a third wheel and emergency kit, each machine becomes a miniature ambulance.

The Rochester police have twelve machines in all and they are three-speed Harley-Davidsons, sold to the city by the Wagner-Dolph Co., of 129 West Main St.

PRICE OF LUBRICANTS UP

CHICAGO, Ill., Jan. 10.—Owing to the increased price of crude oil, coupled with the fact that the price of labor and packages also has gone up, the Monogram Oil Co., of this city, announces an increase in price on all of its lubricants.

The new price schedule affects both the retailer and consumer, and has already been put into effect.

THE NEW

Thor

SALES POLICY IS READY

The Sensation of the Season

The New Booklet Describing the 1917 Sales Policy Will Be Sent to Dealers on Request

Get the Booklet Today!

It Means Bigger Business, Added Profits and Quicker Sales to Thor Dealers

Another scoop, a sure enough, down-right business scoop, credited to the manufacturers of THOR Motorcycles that makes for a permanent business on a solid foundation for our dealer organization, is announced in the new Sales' Policy Booklet, which is ready for you now. This Booklet describes how the manufacturers of THOR Motorcycles have arranged to finance their dealers. How it has brought about a condition through its financial connections whereby THOR dealers can sell Motorcycles without restraint and without the burden of a heavy financial investment.

Our seniority in the business—our absolute iron-clad policies of the past—and our record for unqualified conservatism has made for a reputation which is second to none in the businesses which we pursue and dealers who are fortunate enough to have their name on a THOR contract, and also those who contemplate handling the THOR will benefit by this new policy which was conceived and made possible by the oldest Motorcycle Manufacturers in the world.

It will be carried out thoroughly; with that same precision and absolute solidity with which we have carried on our business ever since Motorcycles were made.

Get our new Booklet today. We have some choice territories open still and in order to be in on this gigantic co-operative and promotional idea of furthering the Motorcycle business and adding to the profits of the long list of loyal dealers you should have your agency application in to us at once.

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco

News of the Dealers

DENVER TRADE NOTES

DENVER, Col., Jan. 5.—Warm weather, with hardly any snow on the ground, has boosted motorcycle business appreciably here during the last week.

The Western Supplies Co., 1448-52 Larimer street, has scored a hit by announcing buyers can have deliveries on Reading Standard machines at any time now, and in any quantities.

El Paso County, Colorado, of which Colorado Springs is the County seat, this year called for 600 motorcycle license tags. Last year 502 licenses were taken out in Colorado Springs.

The United States Tire Co. is making a strong drive at billboard advertising throughout this vicinity in support of its motorcycle and bicycle tire campaign.

Felix Carson, Harley-Davidson dealer in Grand Junction, Col., forecasts 1917 as a banner season by the statement that he has already placed three of the 1917 models.

During the year 1916 Colorado used 19,262,350 gallons of gasoline in motorcycles and automobiles, an increase of 36 per cent. over 1915. In 1914 the State used 9,575,446 gallons of gasoline.

The Western Supplies Co. is offering to pay cash for used motorcycles as a means of enlivening the business in new machines.

FOR SPECIAL POLICE SERVICE

SANDUSKY, Ohio.—The Sandusky Police Department has just purchased a 17-J Harley-Davidson to be used for special calls. The machine was bought from the Safety Tire Vulcanizing Co., local representatives.

MacDOUGALL DELIVERS THIRTY

PATERSON, N. J.—Elmer Haverstrite, manager of the MacDougall Co., announces that deliveries of 30 of the 1917 Harley-Davidson machines have already been made, 75 per cent. being equipped with sidecars and one with a commercial van.

TOWS MOTOR-BOB PARTIES

GETTYSBURG, Pa.—Joe Codori, local Harley-Davidson agent, through the Central Auto Co., has increased his popularity of late by using his machine to tow big motor-bob parties through the streets.

HEAVY R-S INCREASE

READING, Pa.—The Reading Standard Company recently reported an 89 per cent increase in R-S Motorcycle sales to date over the same period of 1916. In order to take care of this increase, considerable improvements have been made, and the factory is now working two shifts per day.

TOBACCO PRICES HELP SALES

PADUCAH, Ky.—Edward Sears, local representative for the Harley-Davidson, Indian and Cleveland motorcycles, reports that his cycle sales are already showing the beneficial influence exerted by high tobacco prices. Tobacco planters were dissatisfied with their returns in 1914 and 1915, but the tobacco crop now on the market has sold freely at excellent prices.

PICKINGS FROM LOUISVILLE

LOUISVILLE, Ky.—Coleman B. Long, Louisville agent for Cleveland bicycles, has put an end to arguments over repair and replacement prices by carrying on his business card an illustration of a bicycle with prices for repairs and replacements plainly indicated for the various parts.

M. Sandmann, who handled the Excelsior here in 1914-15-16, will not be back in the game this year, having gone with the Louisville Gas & Electric Co. It is understood that several local men are organizing a new company to handle the Excelsior agency.

The Peerless Bicycle Co. is contemplating taking on a motorcycle agency for 1917, and is negotiating with the Thor people, the Thor agency being open since Clyde Berry retired from the motorcycle field recently.

The enameling plant of the Stratton-Terstege Co., of Louisville, was partly wrecked in a recent gas explosion. This company does most of the enameling work for local motorcycle and bicycle dealers.

The Century Cycle Co., local Indian agents, states that both the motorcycle and bicycle business in 1916 was far in advance of that transacted during the previous year.

Kline Brothers, Harley-Davidson agents in Louisville, received their initial shipment of the olive drab machines two days after Christmas.

HUYATIN SOLD 67 IN 1916

DENVER, Col.—M. A. Huyatin, general manager of Western Supplies Co., of Denver, was a recent visitor at the Reading Standard factory. Mr. Huyatin is one of the best known motorcycle men in the West, and during 1916 disposed of 67 R-S machines.

NINE FOR TELEPHONE COMPANY

TOLEDO, Ohio.—The Oberwegner Motor Co., local Harley-Davidson agent, has sold nine of the new model Harley-Davidsons to the Bell Telephone Co., of this city, and seven have already been delivered.

BOOSTING DEALERS' ASSOCIATION

ROCHESTER, N. Y., Jan. 9.—George L. Miner, local Indian motorcycle and Smith Motor Wheel dealer, who was recently elected president of the new Cycle Dealers' Association, is in New York City working on plans to further the organization of dealers.

NOTES FROM THE NORTHWEST

TACOMA, Wash.—Notwithstanding the fact that some of the bicycle dealers in Tacoma were disappointed because of delayed shipments of bicycles, the Christmas business showed an increase of at least 50 per cent. over that of last year. Juveniles, as in the past, were in the lead in point of numbers disposed of.

"Pioneer" F. M. Bailey is awaiting another big shipment of Pierce bicycles, on which he has always enjoyed a lively trade. Several Smith Motor Wheels have also been ordered.

R. W. Green has opened a motorcycle and bicycle repair shop at 2603 Sixth avenue.

Ray Day, Indian distributor here, has started the New Year by incorporating some new ideas in his accounting system. The results obtained with the Indian in his territory during the last year were far beyond his expectations. Day has sold a machine with a sidevan to Charles Mallers of the U. S. Postal service. This outfit will be used in collecting mail throughout this city.

KANSAS CITY BREVITIES

KANSAS CITY, MO.—Al Crocker announced January 4 that he has placed B. J. Curry, a seasoned salesman, on the traveling staff of the Indian Motorcycle Sales Co. Curry has been a dealer in this State for nine years, and for the past three years has had a store at Salinas. He will continue his business there, and will make Salinas his headquarters while traveling for the Kansas City firm.

Mr. Crocker states that he has taken over the lease on the quarters occupied by the late Charles Hanson in Kansas City, at 1421 Grand avenue, and that he expects to move in before the annual Indian celebration on Washington's birthday. Crocker plans to remodel and redecorate the store.

E. M. Jackson, sales manager of the Hendee Mfg. Co., recently stopped at Kansas City for a visit with Manager Crocker, of the Indian Motorcycle Sales Co. Mr. Jackson was on his way back to Springfield, Mass., after spending the holidays at Oklohoma City, Okla.

C. V. Haynes, Indian agent at Baileyville, Kan., visited Kansas City a few days ago to make arrangements for a larger allotment of machines to meet his 1917 demands. Haynes has placed nine of the new models, and says 1917 will be the best season he has known.

H. A. Phillips, formerly of the Louisville, Ky., branch of the Stewart-Warner Company, stopped off in Kansas City to visit business friends while on his way to Salt Lake City where he will join the staff of the local Stewart-Warner branch.

Forty orders for Indian sidecars have already been placed in Kansas City, and there are indications that this number will at least be tripled before the riding season opens up in the spring.

E. B. Saufley, of the Saufley Supply Co., states that Walter Avise, who has been employed in the stock department of the company for several years, has been promoted to the position of traveling representative. Avise will cover southern Iowa and northern Missouri.

Details of B. & B. Carbureter

This Hand-Controlled and Economical Mixing Device Has But Two Moving Parts and Is Readily Operated; of Single Jet Type.

By D. R. HOBART

WHILE the majority of carbureters used on motorcycles are of the automatic lift-needle type, the advent of the two-stroke lightweight has re-introduced the typical European form of mixing device, the hand-controlled carbureter. I say re-introduced, because this type of carbureter was used to a considerable extent on four-stroke American motorcycles about ten years back.

The difference between the automatic and the hand-controlled carbureter is that the latter depends upon the rider for the proper proportions of air and gasoline in the mixture. The valves in the carbureter which regulate the air and the throttle are controlled by levers on the handlebar, hence the name "handle-controlled."

Easily Operated

Far from this operation being difficult, as would appear at first sight, about all the rider has to do is to set the throttle and move the air lever to the proper position for that opening of the throttle and leave it there. This means that for ordinary running, the throttle can be left in one position and only the air valve need be moved to get a change of pace. Having the air lever convenient to the rider's hand enables him to enrich the mixture at any time if a short hard pull is needed, or where the conditions call for such an enriching.

The carbureter of this type which is most used in the Brown & Barlow, also known as the B. & B., a section of which is given on this page. Referring to the illustration, there is the usual float chamber B with a hollow copper float and balance weights E, E to regulate the fuel level. A passage F lets the fuel flow into the base of a jet attached to the piece M, the jet having a single opening. This jet is situated in a chamber in which is a copper adapter tube. The primary air comes into this tube through holes in the coned space just below.

Air and Throttle Slides

At the upper end of the adapter tube chamber which is the vaporizing space, is the mixing chamber. At one side is the extra air opening I and at the other the outlet to the engine, H. In the upper part of the chamber is a circular space in which move two slides of semi-circular form. The slides, one of which is for the air and the other for the throttle, are fitted with springs and are movable through the entire space of the mixing chamber. In other words, the air slide can be moved to cut off all the air coming through the port I or in any intermediate position. The throttle slide, which is nearest the outlet to the engine, regulates the opening to H from the vaporizing chamber, and is fitted with a notch in the lower side to allow of the motor running idle with the throttle "closed."

It will be seen that there is but one jet in this carbureter and no other moving parts in the right hand section than the air slide and the throttle slide. In the picture, these slides are shown cut in two, the springs within tending to push the slides downward, which action the pull on the Bowden wires from the handlebar resists. With this carbureter, a broken control wire means that the motor will stop, either through choking from lack of air or through the throttle being suddenly closed.

Running Positions

The position in the illustration is that for the highest speed which the motor is capable. For ordinary running, the throttle slide would be further down in the mixing chamber, while the air slide would be in the position shown. For starting, the air slide would be allowed to descend so as to completely block the air port I, while the throttle would have its lower end just above the opening to the port H. On the handlebar, this would mean that the air lever would be in the closed position, while the throttle lever would be about one-quarter open.

When a B. & B. carbureter is fitted to a motor, the adapter tube and jet which give the best effect are put in place and there remains nothing for the rider to do but regulate his air and throttle. As the exteme movement of either air or throttle lever is not over 2 inches, this is easily done without moving the hand from the grip, the thumb and forefinger being ordinarily used for the purpose. There are no adjustments to be made to the carbureter at all.

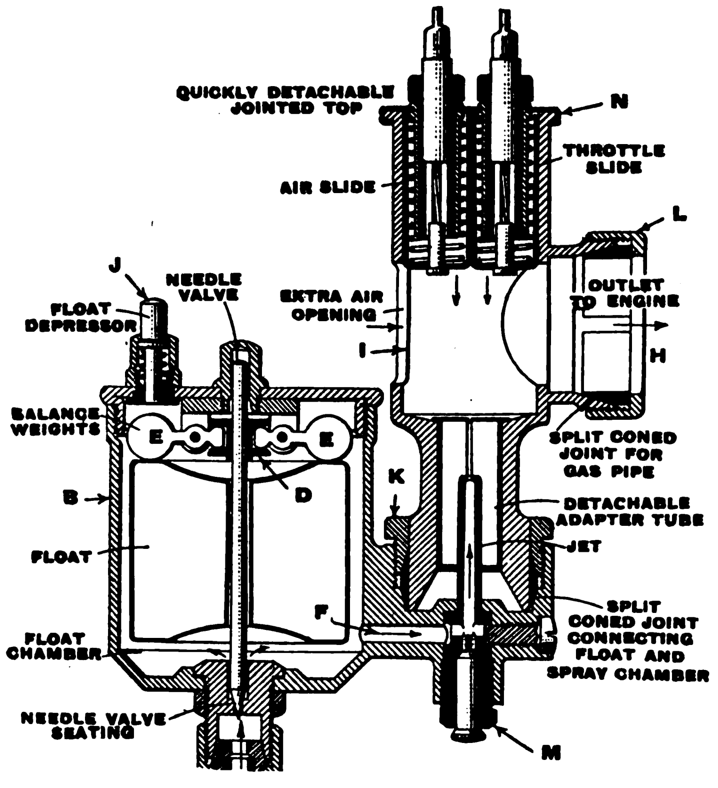
Jet is Removable

The B. & B. carbureter is provided with a quick and easy means of clearing a clogged jet. The piece M, or jet carrier, has a hexagon head and is screwed into the tube containing the passage F. When unscrewed the jet comes out with the carrier, when it can be cleaned in short order. The jet and carrier when screwed in place make a gasoline tight joint with the fuel passage.

The slides can be taken out by unscrewing the top of the carbureter body. The flat part of the slides fit against each other lightly, while the curved parts slide in the cylindrical bore of the mixing chamber upper part or extension. To prevent putting the slides in place incorrectly, there is a little lug inside the bore of the chamber and one of the slides has a groove which fits this lug.

In the B. & B. carbureter used on the Cleveland two-stroke lightweight differs in a few minor details from the one shown. The gasoline enters through the

(Continued on page 35)



Sectional View of the B. &. B. Carbureter

Questions and Answers

RESET THE MAGNETO

MY 1914 twin knocks when pulling with spark fully advanced, but not when the spark is brought slightly back. The motor is otherwise in fine shape, having been recently overhauled.

Cleveland, O. ELLIS PUTNAM.

Try setting the gear on the magneto armature shaft back one tooth, taking out the upper intermediate for the purpose. Notice after replacing the gear whether you get the same speed as before with the throttle pretty well open. If not, return to the original spark setting and do not give full advance on the grip.

WRITE SPACKE CO.

HAVING just finished a season with a cyclecar fitted with a De Luxe motor, and desire to get some new parts for the same. What publication in this country gives cyclecar information.

Hartford, Conn. EMERSON BURTON.

We presume that you want parts for the motor; if so, communicate with the F. W. Spacke Machine Company, Indianapolis, Ind. There are no cyclecar papers published in this country and have not been for nearly two years. However, we can answer such inquiries in this department.

GET A HILL TEST

I HAVE been recommended to purchase a 4 horsepower single cylinder 1914 model for use in this section of the country, the present owner stating that there is no need of a two-speed gear with this machine. Please let me know if it would not be more desirable to get a twin.

Washington, D. C. "COLUMBIAN."

For around the Federal District the 4 horsepower machine will answer nicely, provided it is kept up to snuff at all times. When you meet a hill of any size, however, you may need to assist the motor with the pedals, so consider this before purchasing. By all means get the owner to give you a hill-climbing demonstration before investing in the mount, for the chances are that it is not in first-class condition, unless recently overhauled. Failing a good hill test, purchase a twin model.

TRIO OF QUESTIONS

IN order to settle an argument, please give me the answers to the following: 1. Longest official solo run with name of machine and rider. 2. Best speed for one mile on a motorcycle. 3. The best 300-mile race run in 1916.

Philadelphia, Pa. [illegible]

The longest official solo run was made in 1912 by [illegible] riding around the coast of Great Britain on a Singer 4 horsepower single cylinder, covering [illegible] miles in [illegible] weeks. In answer to question 2, the official best mile is [illegible] seconds, made on an Excelsior by Lee Humiston in 1912. In regard to the best 300-mile race last season, we pick Dodge City, July 4, when Janke covered the distance in 3:45:36 on a Harley-Davidson. See page 26 in our issue of January 4, 1917.

OIL AND GASOLINE MIXTURE

PLEASE give the proper proportions of oil and gasoline for a two-stroke lightweight, using injection oiling.

Boston, Mass. "BACK BAY."

You do not mention the make of two-stroke motorcycle, so we are obliged to give you a general proportion. This is for air-cooled motors only. One part of oil to twelve parts of gasoline. This proportion proved very effective for endurance run work last year in a specially conducted 180-mile test in which a Cleveland and an Indian came through with flying colors. The oil and fuel were mixed before putting into the tanks.

OPEN OIL HOLE

I HAVE an old model of Flying Merkel twin with belt drive and a two-speed gear operated by a handle near the oil pump. This handle turns round to give the speed positions. Until recently, the gear, of which I should be glad to have the name, worked properly, but it squeaks and will hardly go into low position. Tell me how to effect a cure.

Washington, D. C. H. K. DENNIS.

The gear is the N. S. U. two-speed, mounted on the engine shaft. It is supposed to be lubricated from the interior of the crankcase through a hole in the crankshaft. In all probability this is clogged up. Take off the end nut on the gear, remove the control rod by loosening the collar and remove the whole gear from the engine shaft end. Then clear out the hole in the engine shaft.

Put oil in the gear before replacing on the engine shaft and see that the oil from the crankcase flows out the hole in the engine shaft before again using the machine.

INCREASE DOUBTFUL

I HAVE a 1915 model of twin and would like to have it develop the power of the 1917 model of the same make, if this is possible. Can you tell me how to proceed?

[illegible]

We cannot hold out any great hopes of making your 1915 twin develop the power of the new model. In the first place the valve areas are larger in the 1917 than the [illegible] [illegible] different [illegible] and the [illegible] is different [illegible]. We doubt [illegible] the same [illegible] to make the increase [illegible].

[illegible] motor, also by rebalancing the flywheels and smoothing out the inlet manifold and pipes. This requires much accurate work, however, and will be obtained at the expense of the life of the motor. Write the manufacturer of your machine on the subject.

THREE CYLINDER MACHINE

PLEASE tell me where the Williams motorcycle, with a three cylinder power plant in the rear wheel, is made. This is to settle a bet.

Brooklyn, N. Y. H. P. TAIT.

There has been at least one motorcycle made with a revolving three cylinder motor in the rear wheel by a man named Williams, of 1931 Broadway, New York. It is not being marketed, however, and we do not know what its real name is. The machines can be seen going around New York streets with a side-seat attachment fitted. No serious attempts at manufacture have yet been made.

GRINDING THE PLATES

IN reading over your magazine I notice that the answer to H. H. Evans on clutch trouble advised him to get new plates. I had a similar experience with the same type of clutch and cured it as follows: The plates being found to be very smooth, they were ground on an emery wheel, then greased and put back. With only a light pressure, the clutch again operated correctly. I recommend this cure to Mr. Evans. L. L. BECHER.

Atlanta, N. Y.

If your clutch had the same long service as that of Mr. Evans, it would be out of the question to regrind the plates. As a general thing, when a rider has clutch trouble of this sort, his plates get annealed from the heat and are valueless thereafter. They often buckle, also. Hence the recommendation to renew. Furthermore, and this is no reflection on Mr. Evans, many riders cannot use a grinding machine properly and would spoil the work, so the renewal is the better recommendation. We thank you for the tip, just the same.

PLUG HOLE TOO LARGE

ON my twin machine I find that so far I cannot get a sparkplug to stay tight in the front cylinder. That in the rear cylinder is all right. The plug in each case in the front cylinder tends to oil up too readily. I would like to have you recommend a suitable plug for my motor.

Chicago, Ill. J. G. MILLER.

It would be advisable to see that the plug aperture in the front cylinder is of the proper size before doing anything further. Try the plug from the rear cylinder and if this is found loose, obtain a new valve cap from the motorcycle manufacturer. Next take off the front cylinder and see that the baffle plate is in good order. This plate will be found at the base of the cylinder. If it is damaged, put in a new one.

Using the plug recommended by the maker of your motorcycle will give satisfactory service in your motor.

Bicycle Section

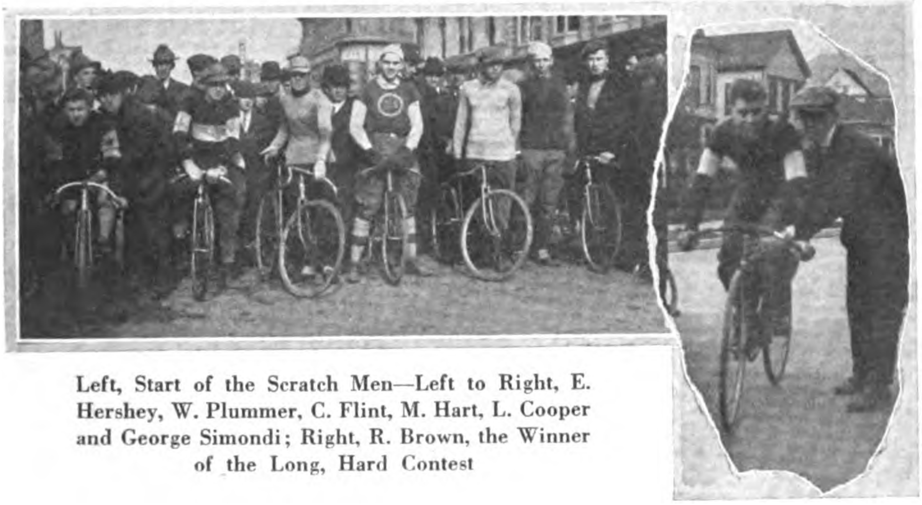
BROWN WINS G. C. W. 62-MILE RACE

New Year's Day Event from San Jose to Gilroy and Return Is Captured by Veteran Californian—Jumps Field 20 Miles from Home and Is Never Headed

SAN JOSE, Cal., Jan. 6.—Twenty-six hardy riders faced the starter in the 62-mile bicycle road race to Gilroy and return, run on New Year's Day by the Garden City Wheelmen, of this city. The contest was staged over the famous old Gilroy road, now a beautiful paved highway of 31 miles, which is straight and almost flat.

The field in the long race was divided into five divisions, the divisions starting from scratch, 10, 15, 25 and 30 minutes, respectively. Thomas H. Reed, city manager, acted as the starter and a large crowd saw the riders sent on their long trip, and a larger crowd saw the finish.

AT THE GARDEN CITY WHEELMEN'S RACE



Left, Start of the Scratch Men—Left to Right, E. Hershey, W. Plummer, C. Flint, M. Hart, L. Cooper and George Simondi; Right, R. Brown, the Winner of the Long, Hard Contest

Lee Dasse, Charles R. Brown, R. Gillette and D. Manchester were among the 30-minute men to start, and they set out at a merry pace towards Gilroy. Dasse was the first to arrive at the turning point with but two men from the same mark with him. Brown and Baxter managed to stay with Dassee and on the return trip Brown got the jump on the other riders 20 miles from home and he was never headed. Brown covered the 62 miles in 3 hours and 8 minutes.

Foster Finished Second

Second honors in the race went to R. Foster, who was riding from the ten-minute mark. Foster was timed in 2 hours and 58 minutes. Four scratch men followed Foster across the tape. Charles Flint beat out the other honor-mark riders in the sprint for the tape, his time being 2 hours 50 minutes and 44 seconds. E. Hershey, L. Cooper and Will Plummer, the other three, finished in the order named.

George Simondi, the promoting club's pride, who had been tipped as the winner on account of his victory in the California State Championship last season, suffered a bad spill near Morgan Still on the outward journey and was delayed so much that the best he could do was to finish in ninth place.

Sixteen Riders Finished

In all, 16 of the 26 starters finished, and after the race finished the riders and officials adjourned to the Garden City Wheelmen's club house for a spread. The race brought out many of the old time riders in this neighborhood, among them being the winner, Brown, Dasse, Gillette and Baxter.

How the Riders Scored

The order of finish of the first 16 riders with their handicap and riding time follows:

Pos.	Rider.	Hdcp. (Min.)	Time.
1	R. Brown	30	3:08:00
2	R. Foster	10	2:58:00
3	Chas. Flint	Scr.	2:50:44
4	E. Hershey	Scr.	2:50:44⅕
5	L. Cooper	Scr.	2:50:44⅖
6	Will Plummer	Scr.	2:50:44⅗
7	Ed. Tressler	10	3:03:00
8	Lee Dasse	30	3:26:24
9	Geo. Simondi	Scr.	3:02:30
10	Chas. Baxter	30	3:40:45
11	L. Childers	15	3:25:46
12	M. Hart	Scr.	3:26:44
13	R. Randoni	25	3:45:12
14	R. Gillette	30	4:07:17
15	D. Manchester	30	4:07:17⅕
16	F. Calliat	25	4:10:00

G. C. W. RACE NOTES

The officials of the race were as follows: Starter, Thomas H. Reed; scorers, George Lucien, William Moon and N. Walker; timer, Joe Desimone; handicappers, W. Moon and George Lucien.

The Garden City Wheelmen expect to hold a like race in May. The event will be staged in connection with the annual convention of the California Associated Cycling Clubs.

In all there were 15 prizes up for the New Year's Day race. The scratch men had three time prizes as an incentive to put in the high speed all the way.

NEW TORONTO TRACK

Military Authorities to Erect Racing Oval for Benefit of Troops

TORONTO, Ont., Jan. 8.—The military authorities of this city are the latest to contract the bicycle fever and, according to arrangements made by officers of this district, a board track is to be erected in one of the buildings at the Exhibition Park barracks, where more than 6,000 troops are in training. The track is to be laid in what is known as the Transportation Building, the inside measurements being 119 yards in length.

The racing surface is to be 12 feet wide and the banking of the track at the ends will be 30 degrees. The radius of the turns will be 42 feet and the straightaway stretches 80 yards in length. There will be accommodation for spectators on both sides of the oval. The cost will be about $250, and the track will be erected by soldier labor.

The work of installing the track and arrangements for both bicycle training and racing are in the hands of Sergeant-Major Don McGillicuddy, a returned soldier, who is one of the local bicycle racing experts.

The members of the Divisional Cyclist Corps, 109th Cyclist Section and other military units are among those who will find the track both useful and entertaining. Incidentally, the commandant of the 109th Cyclist Section is Sergeant G. L. MacKay, former racing board chairman of the Canadian Wheelmen's Association, while many local racing men are also identified with this particular corps.

HAYNES GETS BIKE SHIPMENT

COLUMBUS, Ohio.—The P. I. Haynes Co., Harley-Davidson agent here, has just received a shipment of Harley-Davidson bicycles. They have leased the entire building where they are located, and will hav an exclusive bicycle salesroom and servic department.

CHICAGO "GRIND" FIELD COMPLETED

Twenty Riders Sign for Windy City Race—Cyclists Undecided Upon Duration of the Coming Six-Day Contest

NEWARK, N. J., Jan. 8.—With almost the complete field signed for the Chicago six-day race, which is planned for either the latter part of the month or in February, the principal troubles of the interested parties is to see whether a continuous contest will be run or not. Some of the riders are adverse to riding a continuous contest and they would sooner compete in one of 12 hours a day.

Hunter Had Hard Job

James Hunter, who is acting the part of Friday for John M. Chapman, who is said to be on his way to Havana, Cuba, to see if he cannot stage a six-day race there, completed his task—and it was some task—of signing the 20 riders that was necessary for the event. Last week Hunter signed Reggie McNamara, Eddie Root, Eddie Madden, Worth L. Mitten, Willie Hanley, Martin "Grassy" Ryan, Percy Lawrence, Peter Drobach, Charles Piercey, Ernest and Hans Ohrt, Frank Corry, Victor Linart, Michael Debaets, Thomas Grimm, Lloyd Thomas, Jake Magin Tommy Smith, Harry Kaiser and Joe Kopsky.

Pete Drobach backed out on account of his being unable to get a leave of absence from his position. George Cameron may take his place. The Spencer brothers, Arthur and William, are also anxious to ride and they may be accommodated.

Goullet May Compete

It is said that Alfred Goullet would not be adverse to competing in the Chicago "grind," and, strange as it may seem, little Jackie Clark says that he would like to ride in the race to get into something like racing form for the racing next season. Owing to injuries secured in New York's six-day race, Alfred Grenda will not compete.

A meeting was called for yesterday at Pat Walsh's Hall, near the Velodrome, to decide whether a continuous race or a 12-hour affair will be run. There was no decisive action taken on the subject and after a pinochle game was started the meeting ended. It is said that the hours of the race will be decided on Chapman's return.

Jackie Clark, Who Is Anxious to Ride the Chicago "Grind"

CANADIAN CYCLE "VETS" MEET

WOODSTOCK, Ont., Jan. 8.—The oldest sporting organization in any city of Ontario is the Woodstock Amateur Athletic Association, the annual meeting of which was held a few days ago. The first bicycle racing track in the Province was built at Woodstock under the auspices of the Woodstock Association and its annual racemeet on May 24 has always attracted top-notch racing men. The new president, Frank Hyde, was secretary of the organization for many years. The other officers are as follows: Vice-president, Alex. Gardner; secretary, Harry Sykes, and treasurer, T. Dredge. All members of the Woodstock Association in the Canadian Overseas Force are being kept in good standing until after the war.

FRED ROY IS LUCKY

Won Three Races at Rochester Meet, Falling in One of Them

ROCHESTER, N. Y., Jan. 8.—Fred Roy, the local cyclist, was the most fortunate rider in the matter of staying in his saddle in the indoor races run by Company G., Third Regiment, last Thursday night. Roy managed to annex both the one-mile open and the five-mile handicap without taking a header, but in the Australian pursuit race, which he also won, he fell after Westcott, the last man to be caught, had fallen when a quarter-lap in the lead of Roy.

The one-mile novice was won by Herbert Wahl, who beat Edward Voght and Ray Cusse in 3:06. In the mile open Edward Voght finished second to Roy, while Wahl finished third. The time was 3:03. Roy, riding from scratch, won the five-mile handicap in 14:53. Di Tomasso, 580 yards, finished second, and De Cornick, 580 yards, third. Another meet is scheduled for January 18.

TO AID CANADA'S DEALERS

TORONTO, Ont., Jan. 8.—According to J. Ernest Millen, of John Millen & Son, Canadian jobbers, the manufacturers of the industry are more ready now to support retail dealers in the formation of trade associations than at any previous time in the history of the business. In his opinion, co-operative action is more necessary now than ever before because of difficult or varying conditions of commerce. Millen declared that he would be glad to see the entire trade organized.

LARGE DEMAND FOR BICYCLES

COLUMBUS, O.—Columbus dealers are almost unanimous in stating that there is difficulty in keeping up with the demand for bicycles. The market is more active than for years past.

UNIONE SPORTIVA ITALIANA ELECTS

Holds Annual Election and Picks Officers for Coming Year—Formulates Plans for Annual Road Race and Ball

NEW YORK, N. Y., Jan. 8.—At the annual meeting and election of the Unione Sportiva Italiana, held last Friday at the club rooms, 410 Eighth avenue, both President Luigi Golzio and Secretary Leonardi Rappis were re-elected, this marking the fourth time that these officials have been chosen for their respective offices.

Gallina Vice-President

The other officials elected were the following: First vice-president, Aristide Gallina; second vice-president, Abramo Cerruti; treasurer Pietro Tesio; sport director, Francesco Bizzoni; controller, Abramo Cerruti; trustees, John Taletti, Angelo Almini, Florindo Gasperini, Mario Rovere and Massimo Bozzone; manager of cycling, George Bieregel.

At the meeting preliminary plans for the annual ten-mile road race of the club were formulated. The date of the race will be April 22 and the prize list will be the most valuable ever offered for cyclists in this section. The event will be run over the famous Pelham Parkway course, figured to be the finest course in the East. George Bieregel, chairman, and George Harvey, secretary, who had charge of last year's event, have again been appointed to take care of the coming event, and they promise to outdo last year's race, when an entry list of 161 riders was secured, which proved to be the largest entry in an eastern race in years.

Ball in March

On Sunday evening, March 25, the seventh annual ball of the club will be held at the Palm Garden, East Fifty-eighth street Leonardi Rappis and Frank Braggio have been appointed chairman and secretary, respectively, of the ball committee. Following the custom of the past two years a portion of the proceeds will be donated to the Italian Red Cross Society.

INTER-CLUB LEAGUE ALLOTS DATES

Thirteen Races and Runs Receive Road-Racing Body's Approval—Season Opens March 25 and Ends November 29

NEW YORK, N. Y., Jan. 9.—At a meeting of the Inter-Club Amateur Road-Racing League, held last night at the club rooms of the Unione Sportiva Italiana, 410 Eighth avenue, the schedule of runs and races to be conducted by the various clubs comprising the league were announced. All races to be staged by the league are to be run under National Cycling Association rules and sanctions will be applied for for each event.

The season will open up with the pleasure trip of the Century Road Club of America, New York Division, on March 25, while the first race of the year will be that of the Unione Sportiva Italiana, which is booked for April 22. The complete list of events receiving the O. K. of the league follows:

The Races Scheduled

March 25—Pleasure trip of the Century Road Club of America, New York Division. Rain date, April 1.

April 8—Spring century of the Century Road Club Association, New York Division. Rain date, April 15.

April 22—Ten-mile open handicap road race of the Unione Sportiva Italiana. Rain date, April 29.

May 6—Spring Century of the Century Road Club of America, New York Division. Rain date, May 13.

May 20—Open road race, either 10 or 25 miles, of the Century Road Club of America, New Jersey Division. Rain date, May 27.

May 30—Ten-mile open handicap road race of the Century Road Club Association, New York Division. Rain date, June 3.

June 10—Ten-mile open handicap road race of the Acme Wheelmen. Rain date, June 17.

July 15—Pleasure trip and carnival of races of the Century Road Club of America, New Jersey Division. Rain date, July 22.

August 5—Carnival of races of the Century Road Club Association, New York Division. Rain date, August 12.

September 9—Ten-mile open handicap road race of the New England Wheelmen. Rain date, September 16.

September 23—Ten-mile open handicap road race of the Century Road Club of America, New York Division. Rain date, September 30.

October 7-14—Annual championships of the Inter-Club Amateur Road-Racing League. Rain date, October 21.

November 29—Two-hour team race of the Bay View Wheelmen, Newark. Rain date, December 1.

It was also decided at the meeting to hold the annual banquet of the league on Wednesday night, Jan. 24. The scene of the festivities will be Giolito's Restaurant, 108 W. 49th street.

ANOTHER "VETS" CLUB

Canadian Old Timers to Organize an Association for Social Purposes

TORONTO, Ont.—A proposal has been made in this city for the organization of a Canadian Bicycle Veterans' Club, the membership of which would be the red-hot old-timers of the bicycle sport. The suggestion has been made to Alderman Louis Rubenstein, of Montreal, for many years president of the Canadian Wheelmen's Association, that he take the first step in the formation of the club. Rubenstein, who is still head of the Canadian association, is the acknowledged "Daddy of Them All," and he has many enthusiastic friends of bicycle days of the 90's.

It is not the intention to organize a cumbersome club with all the frills of a campaign body, but merely to reunite the bicycle veterans in an association which will meet several times each year for social purposes or to attend various events in a body. Many of the Canadian bicycle sport pioneers are now influential citizens of the Dominion.

TO DISTRIBUTE SMITH MOTOR WHEEL

LOS ANGELES, Cal., Jan. 8.—The Appeal Mfg. & Jobbing Co. has just closed with Sales Manager Benson, of the A. O. Smith Corp., to handle the distribution of the Smith Motor Wheel for the States of California and Arizona. This is one of the most important deals made by Sales Manager Benson in his present campaign to line up representatives in the Far West.

TAKE TO BICYCLES

Goudy-Hoffer Co. Will Distribute Excelsior Line in Southern California.

LOS ANGELES, Cal., Jan. 6.—Goudy-Hoffer Co., distributors of Excelsior motorcycles in the southwest, have entered the bicycle jobbing field, as Southern California distributors of Excelsior bicycles. Emmet Baker has been placed in charge of sales in this department, and will cover the territory with the Excelsior bicycle and lines of accessories and supplies.

Goudy-Hoffer Co. received another carload of motorcycles January 3, and reshipped about half of them to agents from the freight house. The machines shipped out included a special for the San Luis Obispo speed cop.

Gid Haynes, of the Excelsior factory, visited Southern California dealers with Fred Hoffer, and after spending a couple of days in Redlands and San Bernardino left for the East.

C. W. A. SCHEDULE MEETING

TORONTO, Ont., Jan. 8.—The thirty-fifth annual meeting of the Canadian Wheelmen's Association will be held at the Queen's Hotel, Toronto, Saturday, April 7. Alderman Louis Rubenstein of Montreal, president of the association for a score of years, will probably be elected again to the chief position. An invitation will be extended to all bicycle racing veterans and former champions to be present at the coming convention by Secretary H. E. Richard, of Toronto.

BUFFALO AMATEURS BALK AT PRIZES

Indoor Races Poor from Competitive Standpoint on Account of Cut in Awards—Two Riders to Invade the East

BUFFALO, N. Y., Jan. 8.—All is not peace and quiet in cycle racing circles in this city. The small entry list of local pedal pushers that showed up for the first meet New Year's night at the Third Artillery was explained by the fact that the prizes for the cycle events had been cut, and as a result only about 20 riders entered for the meet.

Old Scale Was Good

In former years the riders were given $35 and $30 values for first prizes, second, third and fourth prizes being graded down from the above. At the meet of January 1, $25 was the value of the merchandise given for the winner in each race. Second prize was valued at $15, third at $10 and fourth at $5. Few of the stars entered to compete in the two races and the events lacked their accustomed class and enthusiasm.

In view of the above facts it is hardly likely that many of the stars will condition themselves for the winter season. A prominent member of the 74th Regimental Athletic Association stated that in case the association ran games this winter that the prizes would be $25, $15, $10 and $5, and the running of the games is contingent on the return of the regiment from duty on the border.

Joe Schieder, the local indoor star, is contemplating competing next season on either the Revere Beach track near Boston or at the Newark Velodrome. L. A. Peterson, who holds the amateur motor-paced record for the two and five-mile marks, may perform back of the motors at the Boston track.

FOREIGN CYCLING NOTES

Victor Breyer, former manager of the Velodrome Buffalo, near Paris, and an interpreter with the English forces in the French campaign, has been awarded a military medal by the British military authorities.

Julian Pouchois, a former winner of the Grand Prize of Paris, won the "Prix Ludovic Morin," a race named after the old French champion of that name, at the Velodrome d'Hiver, December 18. Pouchois defeated Beyl and Johay in the final.

At the same meeting Phillip Thys, winner of the last Tour of France, won a one-hour tandem-paced race against Octave Lapize and Pelissier and in the hour covered 47.2 kilometers (29⅓ miles). Godivier defeated Paul Suter and C. Alavoine in a pursuit match.

When Bobby Walthour, the American pace follower, reaches Paris, he will be matched against Henry Contenet, Charles Parent, Eugene Bruni and other stars riding at the Velodrome d'Hiver.

706 Miles in 24 Hours

With a Pullman *Sidecar*

THE HARRY SVENSGAARD SALES CORP.
DETROIT.

Here's a record-breaking sidecar performance that will stand for many a day. And, of course, the sidecar was the PULLMAN.

Mounted on a 1917 Henderson, Roy Artley, accompanied by Allan Monks, in a 1917 PULLMAN Sidecar, went over a treacherous, rock-strewn course between Los Angeles and Delmar, California, then to Anaheim and return, in 24 hours.

This combination beat the previous record by **122 miles.** Think of it! Such was the construction of the coach-built PULLMAN that the Henderson rider could afford to forget the sidecar completely, could drive with the same speed and daring as when riding solo! PULLMAN chassis and body construction were amply strong to withstand the terrible grind.

Consider these facts carefully when figuring on your 1917 Sidecar requirements

The Harry Svensgaard Sales Corporation

214 Jefferson Ave. E., Detroit, Mich.

New 24-Hour Sidecar Record Set by the

HENDERSON

Riding a 1917 stock Henderson, Roy Artley broke the 24-hour world's sidecar record on January 4th!

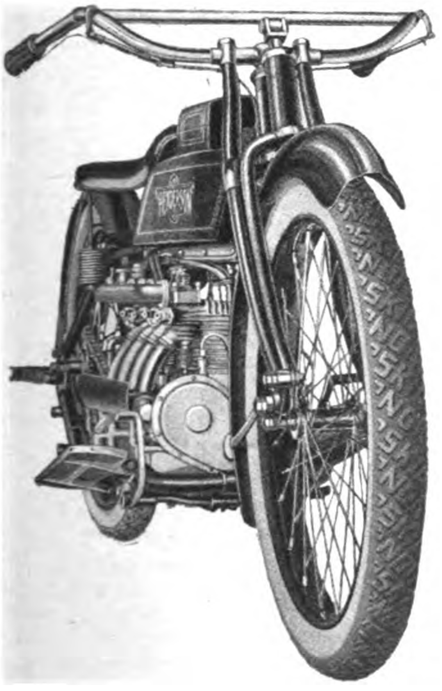
Roy Artley

Astride his four-cylindered mount, Artley sped like the wind over California roads during a day and a night. Though striving to cram as many miles as possible into the twenty-four hours, Artley and his willing Henderson sought no favor—chose no favorable roads.

When the time was up 706 miles had been traversed!

In spite of a terrific gait that knew no cessation until the clock hands had twice circled the face, the gallant Henderson gave no trouble of any sort.

At the end of the long run, despite the fact that it had been through a mile-choking performance that added 122 miles to the best previous record, drawing a sidecar and passenger, the motor was no warmer than if it had been put through a ten-mile work-out!



This is the exact duplicate of the machine that broke the world's record. It can be yours!

This should emphatically decide the make of machine you will ride or sell in 1917!

HENDERSON MOTORCYCLE COMPANY
DETROIT

Chatter, Chin, Comment

By E. F. HALLOCK

Concerning the Tilting on Turns at Speed

ONE of my "Constant Readers," Prentice Boyd of Harvey, Ill., is a bit perplexed about the behavior of a motorcycle on a motordrome. He wants to know whether a machine speeding on a track banked at 45 degrees, having attained such a speed that it stands perpendicular with the track surface, will lean still further inwards towards the center of the bowl when the speed is increased.

It most certainly will. It's just like this: There are two forces acting on the motorcycle when it is speeding in a circular course. One is gravity which pulls straight down in a direction perpendicular to the horizontal plane and the other is the centrifugal force which depends upon the weight of the machine, its speed and the curvature of the motordrome. This force acts parallel to the horizontal plane or at right angles to the force of gravity.

When the speed of the machine increases, the pull of the centrifugal force is increased and if this is not offset the machine will topple over towards the outside of the track. We offset it by tilting the machine so that it tends to fall the other way; in other words, we increase the "moment" of the force of gravity or give it a better leverage so that it counteracts the centrifugal force. The faster we go the more we have to tip to counteract the centrifugal pull.

On a track banked only at 45 degrees, however, we could not increase the speed much over enough to stand the machine up at right angles to the track for the simple reason that the tires would not hold, and the machine would skid. On a track with a curved contour, like a globe with the top cut off, the machine could be speeded up to a point where it would lay nearly, but not all the way down in a horizontal plane.

How High Will the 24-Hour Record Go?

I SEE that the 24-hour sidecar record has again gone up, our friend Roy Artley having added 122 miles to the old record, bringing the mark up to 706 miles. It seems strange that no one went after the record before the tail end of the present season and then with a rush the mark established by Werner and Holton on a Harley-Davidson combination is within a week or two increased by 39 miles by Buck and Pasmore on an Indian only to be increased within another month by the Coast Henderson rider—Artley has returned to the Henderson.

Artley's speed figures out at an average of 29.3 miles an hour which is remarkably fine, all considered. Compared with Ira Vail's 24-hour record of better than 1,500 miles on an automobile, however, it is slow. The comparison is not quite fair, however, for Vail made his mark on a track while Artley's was a road course.

I am led to believe, however, that before the next riding season is over the 24-hour sidecar mark will have increased by leaps and bounds.

Wanted! System on Keeping Machines Clean

THERE are a couple of riders who come from my neck of the woods—that's down Bensonhurst way—who make me go green with envy every time I see them go by on their machines. They are the neatest riders I believe I have ever seen, neat not only as to clothes but also as to mounts. Their machines look as if they were taken fresh from the crate every time I meet them, yet I know that those particular machines are older than the twin I rode last summer.

The name of one of the boys is Lott and I sincerely hope that if this should catch his eye, he will write in and give me full details of his system for keeping his machine spotless. I believe that there are many other riders who, like myself, would like to keep their machines perfectly clean were it not for the fact that it takes up a lot of valuable riding time.

Lott and his friend, on the other hand, seem to ride constantly and yet have plenty of time to keep their machines cleaned up and shined up. If there's a system to it, Lott, let's have it so that we can pass it on for the good of the sport.

More "Buts" Anent Butt End Inner Tubes

THERE is more to the question of tubes than I ever dreamed of, judging by the amount of comment Wally Stuart's plea for the butt end variety has stirred up. I must confess that I have been in perfect accord with Stuart; as a matter of fact I never could see anything to the endless tube except trouble when it came to making repairs.

That little treatise by Bruce J. Rathbun on the virtues of the endless type and the shortcomings of the butt tube has not convinced me that I was wrong, for his explanation of why the butt end tubes blow out at the ends is built up on a very flimsy foundation. The inertia of the small mass of air that is contained in the tube at the speed which it circulates—always provided it does circulate as Rathbun suggests—is so slight that it could pound away for years at the end of the tube without giving rise to the slightest trouble.

However, now comes B. A. Swenson, of Providence, with a plea for the endless tube and some sort of a logical explanation as to why the butt end tubes fail. Swenson says that the butt tubes chafe at the overlap and give rise to fully 75 per cent. more tire trouble than the endless tubes. If it were not for this fault, he admits that he would be for butt ends every time.

Swenson adopts a middle course that interests me and that I am going to try out in the future. He uses an endless tube in his casing. In case of trouble, he does not take time to fix it but removes the valve stem and puts in a butt end tube, leaving the flattened endless tube right in place. When he gets back and has the time he repairs the endless tube and thus has the convenience of the butt tube repair along with the permanence of the endless tube without the necessity of removing the rear wheel.

This looks to me like a fine suggestion and I am passing it along for what it is worth. And in the meantime discussion anent the virtues of the two types of tubes is in order.

A Few Words on the High Cost of Competition

THEY say that competition is the life of trade, and certainly "competition," that is, sport contests, is the very breath of motorcycling. And for that reason every obstacle that stands in the way of the promotion of the beneficial sort of motorcycle competition should be removed.

Perhaps the biggest drawback is the high cost of sanction fees. The fellow who gets out and promotes an endurance run on his own initiative, or the club which does that same little thing is taxed $7 or $9 for a sanction by the F. A. M. So also with the economy run and the hill climb. Of the amount $5 is supposed to go to the referee.

But referees have not been paid for months past—as a matter of fact, there are plenty of referees with the welfare of the sport at heart who are perfectly willing to serve without fee. If, therefore, the $5 referee's fee were deducted from the cost of the sanction, making competition less costly to the promoter as well as to the individual entrant, it stands to reason that there would be more and better contests. I believe that there are many riders the country over who will agree with me on this.

Why Not Promote a Dismantling Contest?

HERE'S a suggestion for a bit of winter sport that might prove helpful not only in the way of making better and quicker mechanics of the competitors, but also in pointing out to those manufacturers whose machines are not as accessible as might be the advisability of improving the design to obtain this end.

Why does not some club or some dealer stage a dismantling contest? Most of us take our motors down during the winter in order to look them over and clean out the carbon, and if we do it in a party, so to speak, the task is made all the more pleasant.

If we organized a little competition and had a man hold a watch on the competitors as they tore their motors down and bared the vitals, it would add a zest to the winter overhaul that now is lacking.

DETAILS OF THE B. & B. CARBURETER

(Continued from page 27)

top of the float chamber and there is a clamp connection for the inlet pipe at H instead of the collar and coned joint. The top screws in place instead of being quick detachable.

For Speed and Economy

The jet being readily removed for cleaning, it follows that a change of jets can be made for special purposes. For speed work, a larger jet than that used for ordinary running can be used, while for economy in the extreme a smaller jet can be fitted. The jets are marked in figures to correspond to thousandths of an inch opening; thus a 24 jet has an aperture of 24/1000 of an inch, although all jets for this carbureter have the same dimensions outside.

It will be noticed that the float chamber is not concentric with the mixing or vaporizing chamber. However, the float chamber can be moved to any position in a circle with relation to the outlet H, and the interior is very accessible. The cover screws on with a few threads, and when removed enables the float and needle valve to be lifted out together or separately, as desired. A change in the fuel level can be made by moving the collar D on the needle valve.

Easily Dismounted

The whole carbureter is so arranged as to be readily taken apart with a screwdriver and the fingers, with the exception of the nut K which needs a wrench. The use of a hollow metal float enables the rider to employ fuels other than gasoline which might have a destructive effect on cork or other non-metallic floats.

While this type of carbureter is used principally on two-stroke motors, it is equally well adapted for four-stroke motor service, the only alterations necessary being the fitting of a different jet and adapter tube. As far as the rider is concerned, the proper sizes of these attachments are sent when the carbureter is ordered separate from the machine.

WITH THE MILWAUKEE ENTHUSIASTS

Fine Weather Calls Out Riders in Force—Winter Run to Menominee Falls—Show Dates Set—Theatre Party January 16

MILWAUKEE, Wis.—The finest kind of motorcycle weather is prevailing right now in this city. After a severe spell of several weeks during the early part of December the weather switched around to milder methods with the result that motorcyclists have blossomed out in full force.

The Milwaukee Motorcycle Club, taking advantage of the fine atmospheric conditions, staged what was called a winter run to Menominee Falls and return. At the Falls a hot dinner was spread. The Falls are located about fourteen miles from the city over about ten miles of concrete, the balance macadam. Sidecars were popular. Paul Bruess was tourmaster.

Milwaukee motorcycledom was surprised to receive the announcement that H. E. Baldwin, state F. A. M. referee, leaves for Boston to take up his residence after the first of the month. Mrs. Baldwin and the Baldwin kiddies go too. Baldwin has been referee for the state for three years and has earned the respect of riders and promoters everywhere he has officiated. He was responsible for the elimination of many outlaw towns that existed in former years.

The Milwaukee Club will hold a theatre benefit party at the Majestic, January 16, and a May ball at the south side Kindergarten hall.

The Milwaukee motorcycle show will be held in the Auditorium building Saturday and Sunday, March 3 and 4. Arthur Davidson and Louis Peterik are head of the show committee which expects to hold a meeting soon to select a manager. Frank Effinger is being spoken of for the job, but he is tied up with managing a big advertising show being promoted by the Milwaukee Advertisers' Club.

PLOWING SNOW IN TEHACHEPI MOUNTAINS

Cooper and Rubsch Go Duck Hunting and Encounter Difficulties; Snow So Deep That Sidecar Dragged Like a Sled

LOS ANGELES, Cal.—Neldon Cooper and George Rubsch started December 31 for Elisabeth Lake, in the heart of the Tehachepi Mountains, to shoot ducks. They had only gone three miles into Bouquet Canyon when they encountered snow, and were told the road was impassable for automobiles. They kept on indomitably with their electrically equipped 1917 Indian and sidecar.

Several times they slid off the road, and the machine was plunged into snow clear to the handle bars. Once they slid down ten feet into a big drift and it took two hours' work in the dark, using only the headlight on the machine, to get back on the road. They made 75 miles in low, arrived at Elisabeth Lake, and broke a channel through the ice to row out to the open center where the ducks were. As soon as they got almost within gunshot the game flew away.

They had to come down the pass all the way in low, following the trail they had broken out, and made Saugus in two hours of steady low gear plugging, with the motor running red hot through the snow that continually melted against it. Automobiles that attempted the passage the same day were two days getting into Los Angeles.

MOUNDSVILLE PLANS "MUD RUN"

MOUNDSVILLE, W. Va., Jan. 10.—The Moundsville M. C. is planning a "mud" race, which promises to be a distinctive novelty. It probably will be held in the spring.

CALIFORNIA PICNIC

San Francisco Dealers Planning Spring Festival for an Early Date

SAN FRANCISCO, Cal., Jan. 6.—Plans are under way for a gigantic picnic to which all the riders and dealers in central California will be invited, to be held some time in the early spring near Niles Canyon.

The event is being fostered by the San Francisco dealers, who are financing the enterprise. It is the intention of the committee in charge to have a barbecue, dance and other forms of amusement which will attract a large number of people. The exact date and other particulars will be announced at a later date.

JOHNSON ON WAY BACK

Cleveland Factory Engineer Returns From Visit to Coast.

LOS ANGELES, Cal., Jan. 6.—W. G. Johnson, factory engineer for the Cleveland Motorcycle Mfg. Co., and who has been on a visit here to the Weinstock-Nichols Co., the Cleveland distributors, has left Los Angeles headed back to the factory.

Johnson was greatly impressed with the all-year round demand for lightweight motorcycles on the coast. While here Johnson made arrangements to send two fully trained factory service men to the coast to back up a broad guage service campaign mapped out by the distributors.

Ben Bresee, the largest motorcycle dealer in Fresno, is the latest convert to the Cleveland. He has taken the agency for the Raisin City and environs.

BRESEE'S 1917 PROGRAM

Fresno Dealer Will Stage Big Series of Runs and Picnics—Sales Brisk

FRESNO, Cal.—Ben Bresee, dealer in Harley-Davidsons at Fresno, is planning a big series of club runs and picnics, which he says will outshine anything of the sort hitherto achieved in this locality. Bresee's season to date has been much better than a year ago. He had eleven deposits on new machines before even a demonstrator was on hand. The first of December, of seven or eight machines in a shipment received, everyone was sold ahead.

Bresee's sales run about half and half in machines for pleasure and commercial service.

HAYNES IN LOS ANGELES

Excelsior Traveler Predicts His Factory Will Double Coast Business in 1917

LOS ANGELES, Cal.—Gid Haynes, of the Excelsior Mfg. & Supply Co., is in Los Angeles finishing a tour of the Pacific Coast, visiting distributors and agencies. Mr. Haynes has visited all the agents from Vancouver to the Mexican line and says the consensus of opinion is that in 1917 Excelsior sales will at least double in Coast territory. While in Los Angeles Mr. Haynes was taken through the Southern California territory, visiting Excelsior agents by Fred Hoffer, of the Goudy Hoffer Co., Excelsior distributors for the Southwest.

ONE YEAR IN LIFE OF MOTORCYCLE COP

Report of Portland, Ore., Mounted Patrolman Holds Much of Interest for Students of Traffic Efficiency; $7,246 Gathered in Fines

PORTLAND, Ore.—What one motorcycle patrolman has accomplished in behalf of the traffic laws of Portland within the year is shown by the report made to Police Captain Circle by Patrolman Frank Ervin, one of Portland's Harley-Davidson mounted men. The report covers the period from Dec. 1, 1915, to Dec. 1, 1916. It is the condensed diary of a motorcycle cop, with a hundred thrills and spills and mile-a-minute chases left out.

Exactly $7,246 was assessed by the Municipal Court in fines on the arrests made by this one officer. The number of arrests made was 698, the majority being for speeding, although nearly every variety of traffic offense is represented.

No Favoritism Shown

The report is an effectual reply to recent criticism, which alleged that favoritism was shown in the enforcing of the traffic laws. Every walk of life, business and professional, that might reasonably be expected to endow its follower with an automobile is included.

Chauffeurs to the number of 288 were arrested by Patrolman Ervin. This occupation is given by many who desire to conceal their business identity. Yet 60 merchants paid the traffic toll; 91 "jitners"; 55 laborers; 60 mechanics; 33 students, 31 salesmen, 9 farmers, 19 messengers, 7 clerks, 7 doctors, 5 housewives, 3 capitalists, 2 horsetraders, 5 carpenters, 6 linemen, 2 plumbers. There are butchers, bakers, candymakers, florists, shinglers, reporters, bankers, opticians, lawyers, real estate dealers, watchmen, waiters and a score of other trades and professions in the roll-call.

"In reviewing the work of Frank Ervin," commented Harry P. Coffin, chairman of the Public Safety Commission, "as motorcycle officer during the past year, entailing as it did the personal risk made necessary at times in traveling at a rate exceeding 60 miles an hour, in apprehending speeders, the results have been far above the average in comparison with the work of like officers in other cities. I consider Frank Ervin to be one of the best motorcycle officers engaged in this hazardous duty."

WALKER HUSTLING

Boston Harley-Davidson Dealer Unloading Bicycles—A Christmas Tale

BOSTON, Mass., Jan. 2.—W. J. Walker, Harley-Davidson dealer here, is busily engaged in unloading a carload of Harley-Davidson bicycles this week. Walker regrets the fact that he did not have the pedal cycles a week before Christmas, for he says that he could have disposed of the better part of the shipment before the holiday.

He tells a Christmas tale that is well worth listening to. He had a young prospect who had been hovering around his store for the past couple of months all ready to buy one of the electrically equipped Harley-Davidsons, but who was absolutely without the wherewithal. However, the lad's father completed the deal unbeknown to his son, and while it is a cinch the machine never went down the chimney nor reached the lad through the "stocking route," there was one lad very much pleased with Santa Claus' coming in Boston.

SCHAEFER BUYS BUILDING

Reading Excelsior and R-S Agent Has New Quarters Remodeled

READING, Pa.—Lewis and Joanna Lichtstern have sold to William G. Schaefer, trading as the Penn Cycle and Motor Co., the three-story brick building at 355-7 Penn street, the price being $3,500. Schaefer, who handles Reading-Standard and Excelsior motorcycle lines, occupied the store at 357 Penn street until recently, when he moved to the adjoining store at 355.

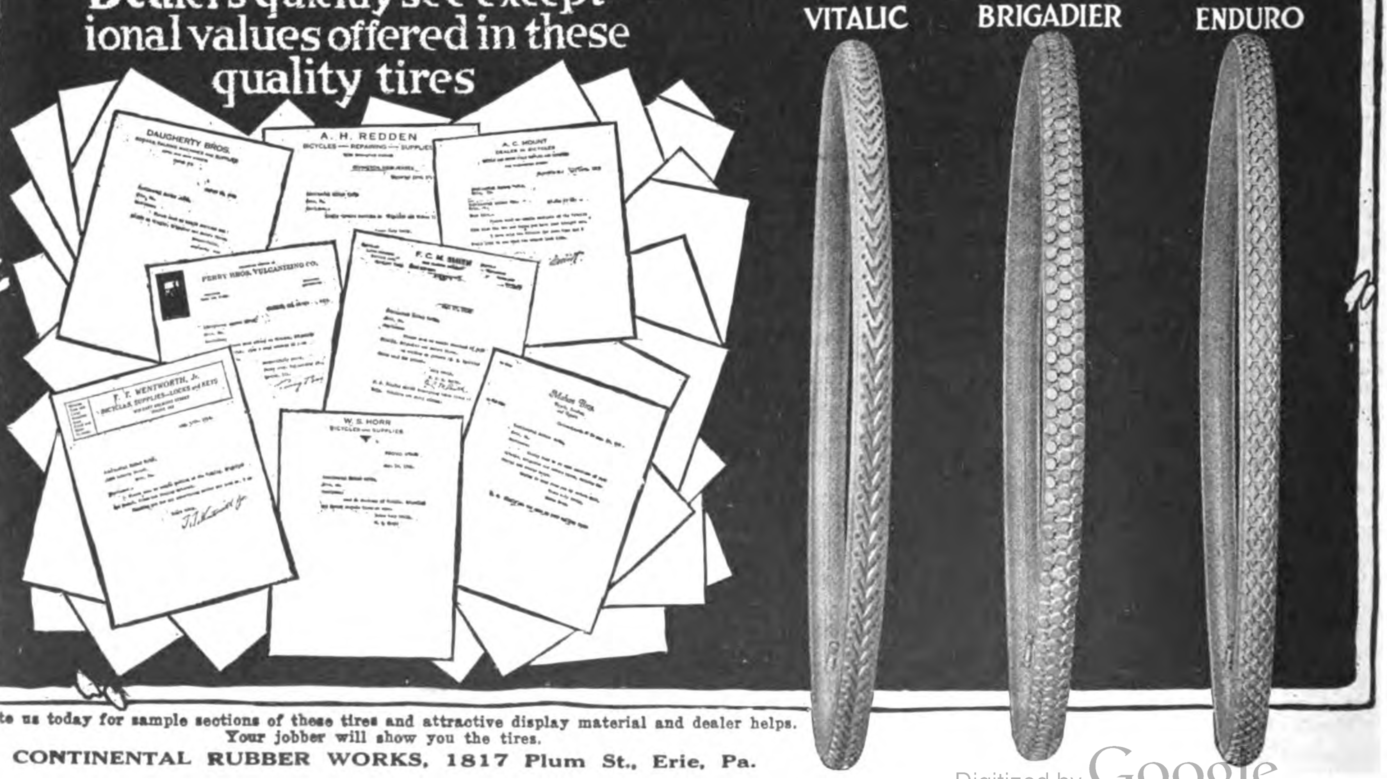
The latter place was recently renovated, and Shaefer now has a thoroughly up-to-date establishment.

ANOTHER TENNESSEE AGENT

EBENEZER, Tenn.—S. G. Dunlap, of Ebenezer, was recently appointed distributor of the R-S machine in this territory. Mr. Dunlap is now busy with his demonstrator.

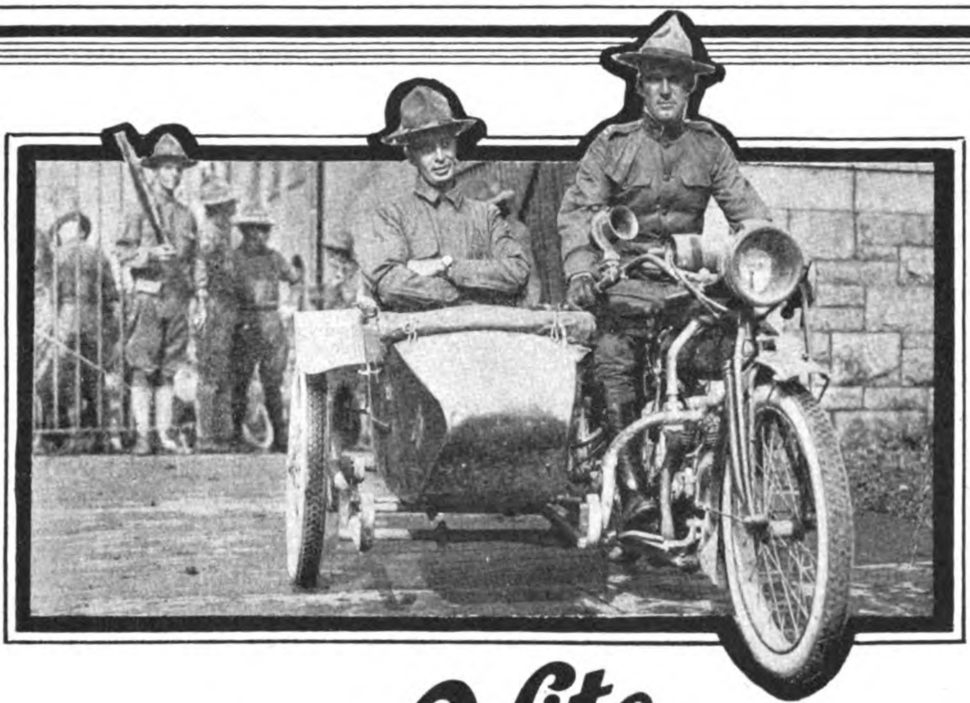
VITALIC BRIGADIER ENDURO LINE
Very Best Equipment

Dealers quickly see exceptional values offered in these quality tires



Write us today for sample sections of these tires and attractive display material and dealer helps. Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.



Capt. Burger and Sergt. Walkner of the 2nd Mass. Motorcycle Machine Gun Company.

Prest-O-Lite for Motorcycles

The Ideal Lighting System

An efficient lighting system is an absolute need for every motorcycle rider. For permanent, brilliant light for your motorcycle, you can't beat Prest-O-Lite. It's the truly practical light for motorcycles, and is used by the majority of riders in all kinds of service, the country over.

It is not affected by bumps and jolts—always throws a steady, powerful beam of light far ahead, showing up clearly all obstacles. Yet with all its superiorities, Prest-O-Lite is inexpensive to buy and costs little to use.

Good Lighting Is Essential

Good lighting is essentially an important part of your machine's equipment. See that you have the best—use Prest-O-Lite.

Most any dealer will quote you an attractive price on an equipment combination including Prest-O-Lite. This will save you much time and money—give you the best of service at little up-keep expense.

Our motorcycle lighting literature will interest you. Ask your dealer or write us.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ont.
Prest-O-Lite Exchange Agencies Everywhere

Good Business for Dealers

Much desirable business will be attracted to your store if you handle Prest-O-Lite. If interested in developing extra profits, write us today.

HAVE COVERED 4000 MILES ON CAMPING TRIP

Eric Howse and Wife Make Atlanta From Detroit Without Trouble —Still on the Romp with Sidecar Outfit

ATLANTA, Ga., Jan. 4.—Eric J. Howse, accompanied by his wife, drove into Atlanta yesterday on a 1916 Harley-Davidson with sidecar from Detroit. They left Detroit early in November with the intention of driving through the country to Jacksonville and then turning north and following the coast. Their plan was to visit Savannah, Charleston, Wilmington, Washington, Baltimore and Philadelphia, going back across the country towards Detroit, which they expect to reach in early spring.

One of the most novel features of their trip was the fact that they had driven over the Army Pass, which is called Wild Cat Mountain in the southern part of Kentucky, close to the Tennessee line, creating quite some excitement among the natives, as it was the first time that any motor driven vehicle of any kind or description had ever crossed the mountain under its own power.

One Puncture the Only Trouble

Howse reported that the trip had been made without motor trouble and only one puncture had been picked up on the entire journey embracing more than four thousand miles.

They carry in their sidecar a complete camping outfit. Mrs. Howse rides on a tandem attachment while the sidecar is used for carrying their baggage and camping outfit. They expect to remain in Atlanta a day or two and will then continue their journey towards Jacksonville. Howse was formerly in the employ of W. E. Wandersee Co. of Detroit and has taken this trip with his wife as a pleasure and scouting trip to get a general idea of the roads, country and the motorcycle conditions throughout the South.

ARMY DETACHMENT BACK

Fort Sill Motorcycle Squad Returns from Test Run to Joplin

FORT SILL, Okla., Dec. 30.—The detachment from the quartermaster's corps of the United States army here recently on a trip to Joplin, Mo., as a test of the Indian motorcycles used by the machine gun companies, has returned. On this trip, which covered about 500 miles, there were eight Indian motorcycles, each equipped with sidecar. Each machine carried a rapid fire gun and two men.

Two motor trucks accompanied the detachment, these being used to carry camp equipment and extra supplies. While the official report of the trip is not yet available, the men report that they encountered all kinds of roads and that these were negotiated in all kinds of weather conditions. The motorcycles did all that was expected of them and the trip was made without serious mishap.

LINCOLN HIGHWAY FIGURES

About $6,000,000 Spent on Road Last Year—Nears Completion

DETROIT, Dec. 28.—Fully $6,000,000 were spent on improving the Lincoln Highway during the third year of its existence, according to the annual report of the Lincoln Highway Association, the promoting organization for the improvement of the transcontinental route. The net result of the expenditure is that the highway now presents an aspect of completeness greatly exceeding the most sanguine expectations of its founders three years ago. Today the route is easily traversed in all weathers, with the exception of a few short stretches in the West where the population is too sparse to be able to undertake road improvement.

GAS PRICE UP IN TACOMA

TACOMA, Wash.—Tacoma motorcyclists are again compelled to dig a little deeper for the price of their gasoline, filling stations now selling at 20½c per gallon. Prospects are that should there be another change in the near future it will also be another advance.

BURTON GETS PARTS SHIPMENT

FORT WORTH, Tex.—J. A. Massie, manager of the Burton Supply Co., dealer in Indian motorcycles, bicycles and accessories, reports the arrival of two large shipments of Indian parts and a new 1917 model Indian motorcycle this week. The motorcycle was sold before it arrived.

STANDARD
No 5 PIRATE PEDAL
No. 4 STANDARD RAT TRAP PEDAL
"WATCH YOUR STEP!"
Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. Torrington Connecticut

I am the Boy—

"Me? Sure I got a New Departure—I wouldn't be in it if I didn't. All the kids on our block have 'em on their bikes.

"You can ride faster and coast farther with 'em—stop quicker, too. Pop says it's because they make 'em carefuller.

"I guess that's it.

"Anyway, I like it. It's good and tough and won't break, no matter now I bang it 'round. It's got the shiniest nickel and runs the slickest, you ever saw.

"*You bet* I got a New Departure."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

The boy is one of the biggest purchasing powers in your neighborhood. Write us for advertising which will help you appeal to them. New Departure Selling Helps have the power of experience behind them. That's why they really help you.

The New Departure Mfg. Co.
Bristol, Conn.

WITH TORONTO'S CYCLIST WARRIORS

Reports Show that Motorcyclists at the Front in Europe Are Delivering the Goods in Varied Capacities

TORONTO, Ont.—A number of prominent Toronto motorcyclists who enlisted for active war service many months ago are still faring very nicely in their overseas posts.

Flight Lieutenant Steve Wilkins, R.F.C., a well-known Toronto racer, is performing the work of a war bird of prey regularly from a station in Sussex, England. Wilkins recently made a flying trip home when he obtained twenty-eight days' leave of absence. He was only able to spend two days of this period at home, the remainder of the time being taken up with traveling from and back to the front.

Bill Self, formerly vice-president of the Canada Motorcyclists' Association, is now sergeant-major of a supply column in France. He is kept busy seeing that both men and guns at one point of the Western front are well fed.

F. M. Rynex, at one time the Harley-Davidson dealer in Toronto, is now a sergeant in the Mechanical Transport of the Fourth Canadian Division in France.

Harold Armstrong, one of Toronto's best younger racing men, is driving an official car attached to one of the several army headquarters.

Wilfrid Wright is a motorcycle despatch rider.

Hugh McCrossen, the head long track racer, is fighting in the trenches with a Canadian-Scottish infantry battalion.

FOUR SIDECAR TEAMS ON ICICLE RUN

Eight Chill-Proof Torontoans Ride to Hamilton and Back, 90 Miles, to Celebrate Passing of Old Year

TORONTO, Ont., Jan. 9.—Eight of the faithful in Toronto made up four sidecar teams for a midnight run to Hamilton and return to celebrate the passing of the old year. It was not exactly a New Year's eve dash, as the laws of Ontario prohibit the holding of any sporting events on Sundays, so the octette of weather-defiers made the round trip of about 90 miles late on Saturday night.

It was truly an icicle run, but the four sidecar combinations returned to Toronto on scheduled time despite icy roads and frosty atmosphere. The four motorcycles were Harley-Davidsons and the "mad tourists" were as follows: L. K. Brown, with Cecil Downer as a passenger; Jack Reimer, a returned soldier, and his brother, M. C. Reimer; Wilfrid Morrison and Tommy Smith, who came home from Detroit for the holidays, and Walter Andrews, Ontario distributor for the Harley-Davidson, with George Wright, the Canadian motor-paced bicycle champion.

The running time was 2.15 for each leg of 45 miles. The riders left at 7:30 and were back in Toronto about midnight, after which they scurried to their homes in order to avoid their public appearance on an Ontario Blue Sunday. The officials at Toronto for the so-called run were J. G. Jones and Charles Speers; at Hamilton, the man who handled the stop watch was N. S. Ferris, Harley-Davidson representative in that city. The start in Toronto was made from the repair shop of Sam McCulla, Edward street. The participants passed everything they saw along the way, including a big touring car which had become snowbound.

CYCLISTS REPRESENTED

Well Known Toronto Rider Is Now Member of the Local Council

TORONTO, Ont.—The motorcycling and bicycling community of Toronto now has one of its own number in the City Council in the election of J. C. McMulkin as an aldermanic representative of Ward Four in the municipal elections on New Year's Day.

It is an interesting coincidence that the bicyclists of Toronto boosted a Ward Four candidate into the City Council back in 1897 when F. S. Spence became an alderman. Ned Hanlon, the famous athlete, was elected the same year on the bicycle slate.

In the recent elections Dr. W. N. Robertson, formerly of Stratford, Ontario, and a century record holder of the 90's, also aspired for a seat on the Toronto Board of Education in Ward One, but, unfortunately, was defeated.

HITS SHEEP AT SPEED

Australian Rider Out for 24 Hour Record Quits After Accident

MELBOURNE, Australia.—A stray sheep which wandered onto his course, and which by the way was cut in half by the impact, prevented H. H. Parsons from shattering the Australian 24-hour record on his Harley-Davidson. His course was a stretch of 33 1-3 miles near Mortlake and he started his trial at 2 o'clock on the afternoon of November 16th.

Despite inclement weather—it was drizzling when he started—Parsons covered the course on his first lap in 35 minutes and did the century in 105 minutes. He had covered 300 miles in four hours when he was forced to stop to adjust his lights.

It was after completing his tenth lap that he met with his accident that caused him to abandon the attempt; the rider escaped with a few bruises.

GRAY WINS FROM GOTT

Captures One-Mile Indoor Race from Peoria Dealer by Close Margin

PEORIA, Ill., Jan. 8.—Bill Gray was the winner in a one-mile, indoor motorcycle race against Paul Gott, of Peoria. Gott's former record of 2:15, and his own practice mark of 2:05.

Both riders used Harley-Davidson machines.

The pair furnished a thrill a second to the large crowd of spectators who gathered to witness the race, owing to their bursts of speed on the stretches and skidding at the turns.

Paul Gott is one of the best known dirt track racers in the Middle West, and also a prominent dealer of Peoria.

HUBBARD PAYS PROVIDENCE A VISIT

PROVIDENCE, R. I., Jan. 1.—Charles A. Hubbard, president of the General Motorcycle Sales Co., and also of the Motorcycle Sales Co. of Los Angeles, was a visitor at the local office Saturday, he having come east to be present at a meeting of the former company.

MOTOR SLED CARRIES SIX PEOPLE

COLUMBUS, Ohio.—Harold Young, a student at the Ohio State University is the designer of an unique motor-sled, which has created much interest on the streets of Columbus. Mr. Young is something of a mechanical genius and some time ago built an aeroplane, which was not much of a success. When the recent heavy snow arrived he constructed a sled, and taking the engine from the aeroplane used it for motive power. The engine was placed high on the sled with the propellers in the rear. The sled was a large one and capable of carrying a half dozen people.

THE R-S IN YOUNGSTOWN

YOUNGSTOWN, O.—The Steel City Welding Co., 507 Market street, Youngstown, has just taken possession of its new building and has several R-S models on display. The proprietors of the company are planning a trip to the factory on their machines as soon as the weather becomes more favorable.

SMITH STARTLES BIRDSBORO

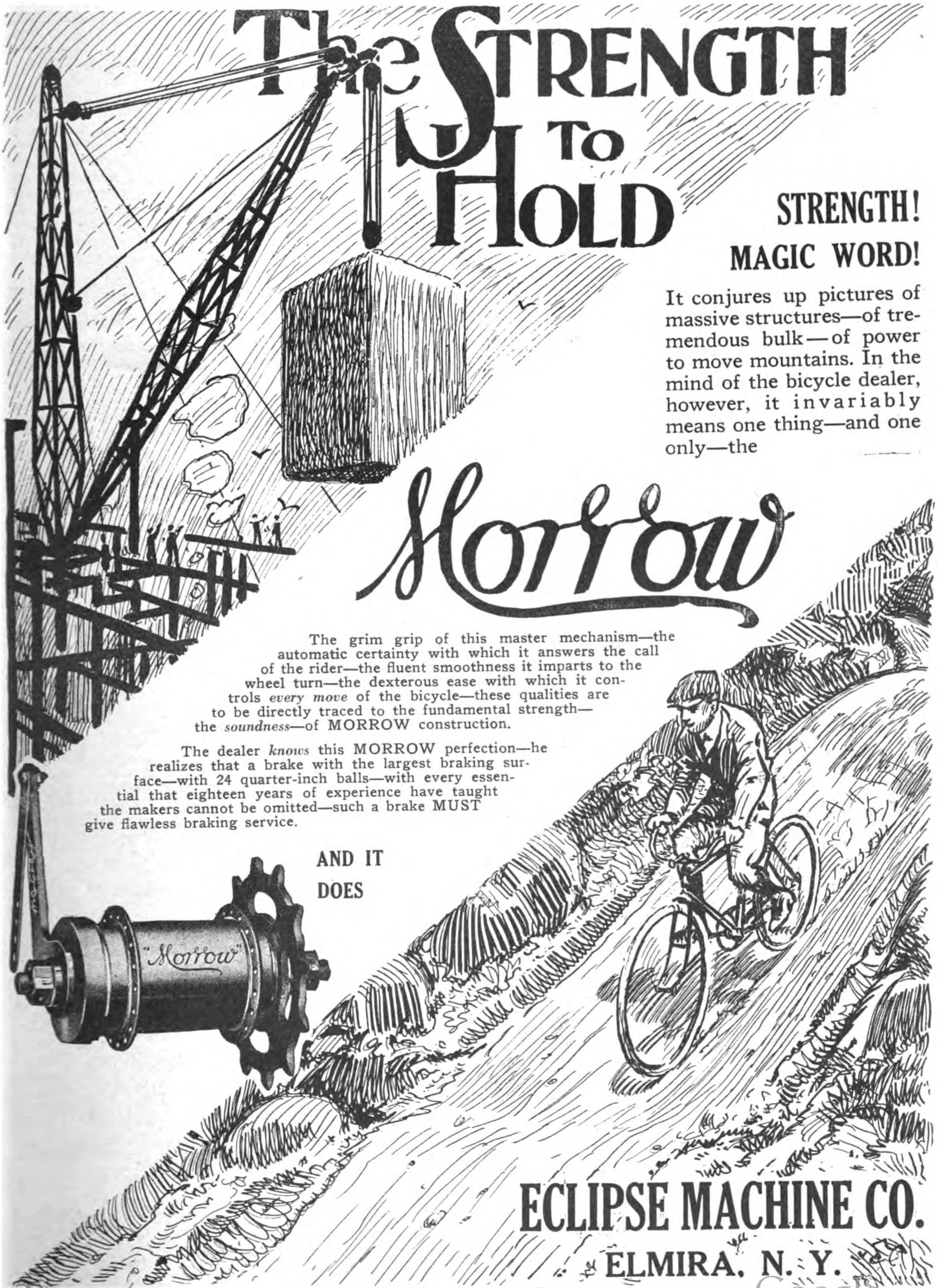
READING, Pa.—Charles Smith, of Birdsboro, a motorcyclist, gave the residents of that boro an exhibition of motorcycle speed work on ice on the Schuylkill canal a few days ago. Smith used a sidecar combination, with anti-skid chains, and executed some rather startling manoeuvers with two passengers up.

RHODES VISITS THE FACTORY

PHILADELPHIA, Pa.—W. G. Rhodes, R-S distributor for Philadelphia and surrounding territory, recently paid a visit to the Reading Standard factory, regarding a large contract for machines received from the Philadelphia concern. Mr. Rhodes is one of the oldest R-S distributors in the business.

WEILHEIMER'S NEW STORE

FRESNO, Cal.—L. H. Weilheimer, Indian agent at Fresno, has one of the finest motorcycle, bicycle and sporting goods stores in the West. Since opening this store Weilheimer has been obliged by growth of business to make several enlargements through remodeling the building, putting on additional balcony space and building out to the alley. He has a splendidly equipped repair shop at the rear of the store and a big stock of Indian motorcycles effectively displayed in front.



The STRENGTH TO HOLD

STRENGTH! MAGIC WORD!

It conjures up pictures of massive structures—of tremendous bulk—of power to move mountains. In the mind of the bicycle dealer, however, it invariably means one thing—and one only—the

Morrow

The grim grip of this master mechanism—the automatic certainty with which it answers the call of the rider—the fluent smoothness it imparts to the wheel turn—the dexterous ease with which it controls *every move* of the bicycle—these qualities are to be directly traced to the fundamental strength—the *soundness*—of MORROW construction.

The dealer *knows* this MORROW perfection—he realizes that a brake with the largest braking surface—with 24 quarter-inch balls—with every essential that eighteen years of experience have taught the makers cannot be omitted—such a brake MUST give flawless braking service.

AND IT DOES

ECLIPSE MACHINE CO.
ELMIRA, N. Y.

PLAN NEW 560-MILE ROAD FOR ONTARIO

Legislature at Coming Session Will Consider Building Highway from Windsor to Ottawa; Reciprocity Extension Likely

TORONTO, Ont.—The Ontario legislature at its coming session four weeks hence, will take up a proposal for the building of a permanent Trans-Provincial Highway of 560 miles from Windsor, opposite Detroit, to Ottawa on the eastern boundary of Ontario. Preparations for the construction of this road will be undertaken immediately in order to provide work for returned soldiers, and to meet a growing necessity for a good road across the Province.

The legislature will probably also consider the extension of the reciprocity license exchange period for motorcycle tourists between Ontario and some 18 States of the American Union from 21 to 30 days. One reason for this extension will be to make the foreign license recognition period of same length as the free tariff period arranged by the Custom Department in both Washington and Ottawa. When the proposed change is made, practically all motorcycle tourists into or out of Ontario will not need to bother about license permits or duty for 30 days. At present the odd time limits are causing some confusion.

The legislature will also be asked to consider a bill for the increasing of speed limits throughout Ontario. The present maximum legal speed in cities is 15 miles per hour and in the open country 20 miles per hour. The Province of Quebec recently raised the limits to 18 and 25 miles per hour.

The City of Toronto will also ask for legislation to compel all vehicles to carry lights between sunset and sunrise.

JUSTICE FOR MOTORISTS

Constables on Salary Basis Will Regulate Traffic in York County, Ont.

TORONTO, Ont.—To correct apparent abuses in the police system for York County, the seat of which is Toronto, the County Police Commissioners have decided to appoint five constables on a salary basis to regulate traffic on the various roads of the county. Three of the traffic regulators for the county for 1917 have been appointed and two more will be selected in the spring.

The County Commissioners have also decided to make the motorcycle and horse-mounted constables of the Toronto police force county officers so that they can act outside of the city limits when necessary.

SAFETY FIRST CAMPAIGN

Denver Safety Commissioner Gives Out Rules and Instructs Pedestrians

DENVER, Colo., Dec. 30.—Commissioner of Safety Bailey, of this city, as well as the tramway, have just issued rules for the instruction of pedestrians, school children and all kinds of vehicles for the proper observance of the new traffic ordinance which will go into effect the first of the year. The commissioner advises that vehicles and motors cannot move from place to place to evade the provisions of the one-hour stop which is permitted at the curb in the business district.

The following A B C rules are made for motorcycles and other vehicles:

Do not turn except at intersections and after giving warning; use tire chains on wet or slippery pavements; inspect brakes frequently; respect the rights of pedestrians.

The police will take the numbers of machines violating the ordinance and regulations of the commissioner, and attach a notice on the handle bars to appear in the police court.

POTTORFF'S MOTOR SLED

Pueblo Inventor Claims His Device Provides Perfect Steering

PUEBLO, Colo.—A motorsled, claimed to be the first in America to have perfect steering control, has been invented by Harry A. Pottorff of this city, a mechanic in the employ of Earnest Clee, agent for the Indian.

Pottorff claims that he has overcome the handicap represented by front runner skidding, by suspending his wooden framework through the medium of side springs. The runners at the rear are held three inches from the ground in this fashion, except when the weight of driver and passengers is added. Then the motorcycle wheel, chained, is forced so firmly into the ground surface that excellent traction is secured, as well as perfect control of the steering.

"Have used one set of SPLITDORF PLUGS 1½ years without sign of trouble"

L. S. HEDGES, Clarkdale, Ariz.
HARLEY-DAVIDSON

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS

The Plug with the Green Jacket

Diamond Chains FOR Motorcycles

Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

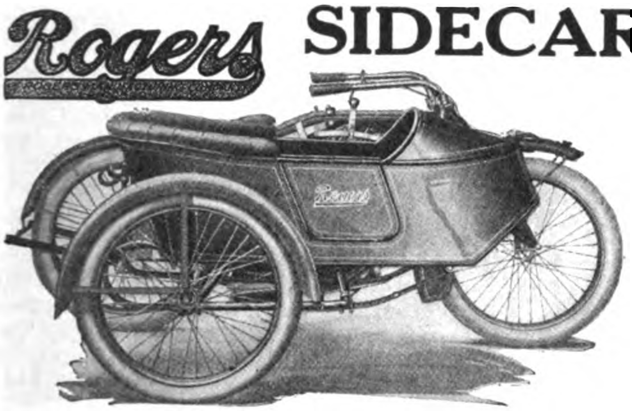
Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana

Rogers SIDECAR Model M-I $80.00



This is the new ROGERS Model M as specially designed for the 1917 Indian Motorcycle

In it are combined all the new features of Extension Dropped Axle. Three Leaf Springs, Low Forward Position and Three Point No Strain Ball Joint Connections.

The Chassis is specially designed to fit and perfectly aline with the 1917 Indian frame with no adjustment whatsoever.

Attachment is almost instantaneous and unavoidably right, no important and intricate adjustments being left to the user.

There is a Model M similarly designed for every 1917 motorcycle of standard make.

Write for circular, stating the motorcycle you sell or use.

ROGERS MANUFACTURING CO. 337 West Madison St. Chicago

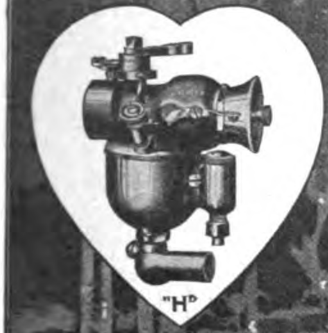
Irving Beck (Service Station), 1691 Park Ave., New York

The SCHEBLER CARBURETOR

America's Standard

Supreme through Merit

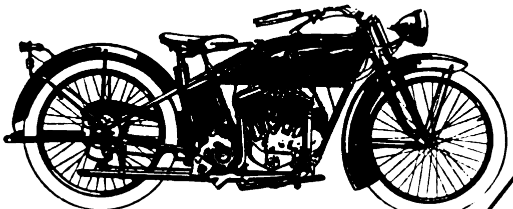
THE HEART OF THE MOTORCYCLE



WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES



It eats the hills and laughs away the miles

The highest degree of Perfection ever attained in Motorcycle Construction.

The 1917 R-S has more visible and prominent selling points than any other Motorcycle on the market.

AGENTS

We have some valuable territory open for good live dealers.

Write for catalogue and Agent's proposition.

Reading Standard Company
501 WATER ST. READING, PA.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department— THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

KNEBEL CELEBRATES

Gives Out Tickets and Brings in Riders to Xmas Fest

DENVER, Colo., Dec. 30.—J. M. Knebel, agent for the Pope motorcycle in Pueblo, Colo., gave out tickets with purchases at his store during the holiday selling season, which entitled the holders to take part in the Christmas day celebration. The card holders were awarded prizes.

Knebel also carries a large stock of bicycles, motorcycle and bicycle accessories, as well as a line of sporting goods. By giving out the tickets he brought in a crowd and added business to the store.

MAINTENANCE DATA

Connecticut Rider Tells What It Cost to Ride Motorcycle a Year.

EDITOR, **Motor Cycle Illustrated**:—I read with interest Mr. Drynan's article regarding the maintenance of a motorcycle, which appeared in the December 21 issue.

When I purchased my new Harley-Davidson sidecar combination last March, I too was skeptical about operating expenses, but found the machine most economical to operate, not only as to repairs, etc., but as to gas and oil as well.

When I purchased the machine I was furnished with a service card and I only used about two hours from the card; the service that was needed was only as a result of a fool endeavor to tighten a nut on the muffler and twisting it off.

I got one puncture in Providence, R. I., after running with the F. A. M. to that city in the tour, so you see tire repairs cost me very little, this being my only tire trouble. I bought one new tire to replace the worn one on the rear wheel.

From actual record, the gas and oil for the 3,153 miles run up to the time of my leaving Waterbury on October 23, cost 7.8 *mills* per mile, and figuring in $10.45 maintenance, which includes the cost of the new tire, and small incidentals such as a lost nut, etc., my *entire* season's expense cost me 1.18 cents per mile.

Even though my machine pulled a sidecar and passenger for the greater part of the season, outside of gas and oil, my maintenance cost was practically nothing except the price of a new tire at the end of the season. I therefore think Mr. Drynan's yearly estimate of $25 very liberal, provided a good machine is selected and used sanely, and I am sure the record of a score or more of the fellows belonging to our Brass City Motorcycle Club in Waterbury, Conn., is just as satisfactory.

FRED S. SMITH.

FOR CONTACT POINTS

British Engineer Develops New Alloy to Take Place of Platinum

LONDON, England.—The high price of platinum, coupled with the fact that it is next to impossible to obtain it, has resulted in a great deal of experimentation to the end that a new alloy, which is said to be quite as efficacious as the prohibitive metal for use as magneto contacts, has been developed by a British engineer.

The alloy is made up of gold and silver in the ratio of one part gold to ten of silver. It is pointed out, however, that in order for the material, which as a matter of course is quite a bit softer than the platinum, to stand up under the continuous passage of the spark the area of the contact points must be made considerably greater than is the case with the platinum. The relative costs of the two materials at the present time are as 12 to one.

POLICE AFTER GLASS THROWERS

VERSAILLES, Ky.—Local authorities have offered a reward for the apprehension of persons who have scattered broken glass along the Versailles and Midway Pike several times during the last month. Loud wails of protestation have come from automobilists, motorcyclists and bicyclists over the activities of the glass-throwers.

MOTORCYCLIST OBTAINS DAMAGES

LOUISVILLE, Ky.—Robert O. Blummer, a motorcyclist of Louisville, was awarded $2,000 damages in a suit for $21,533, brought as a result of an accident in which Blummer figured with his machine. The rider was plunged into a ditch near Ormsby's Station when a teamster crowded him off the road after having signaled that he would make way for the motorcycle outfit.

MORE LICENSE TAGS NEEDED

FRANKFORT, Ky.—The Commissioner of Motor Vehicles here issued a total of 1,590 motorcycle licenses for 1916, an increase of several hundred over those put out for the preceding year.

Knowledge

IS power. A truth which fits the situation of the rider who uses an electrically equipped machine.

IF you understand the care and operation of your

WICO BATTERY

you will experience delightful service. Nothing gives us greater pleasure than to answer questions.

WITHERBEE IGNITER CO.
Springfield, Mass., U. S. A.

The Logical Choice

The
CORBIN-BROWN SPEEDOMETER

It is easier to sell people something they want than something they do not know anything about.

For this reason it is easier to sell the motorcyclist a Corbin-Brown than any other speedometer on the market.

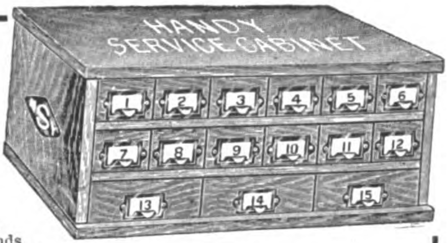
The majority of motorcyclists know the Corbin-Brown either by reputation or actual experience; and what they know is good enough to convince them that it is the standard speedometer equipment.

Dealers order your 1917 stock today.

Riders investigate this famous instrument now.

Catalog on request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles



To the Wide-awake Dealer $5.00.

THE HANDY SERVICE CABINET

HERE is one of the best little cabinets made for taking care of screws, bolts, nuts, repair parts, spark plugs, and all kinds of small parts that are usually hard to find when wanted.

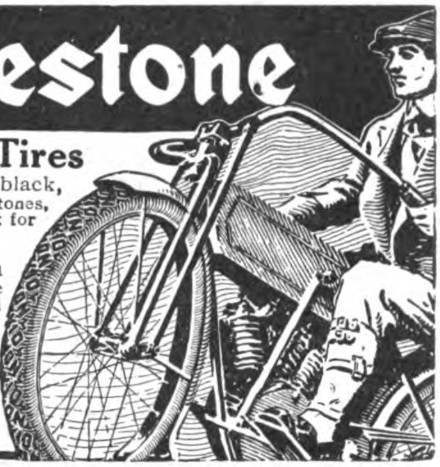
Particularly Suited to the Requirements of the Small Private Garage, Repair Shops and Supply Stores.

The Handy Service Cabinet is substantial and well finished. The front and sides are ¾ inch varnished oak. There are fifteen drawers with galvanized steel sides and bottom. They may be built upon each other as your business grows.

The price is extremely reasonable for this cabinet—it lists for $5.00. Better order one at once from your jobber—also a catalog of larger unit sections.

Dealer's Price, $5.00.

375 Broadway STEVENS & CO. New York



Firestone

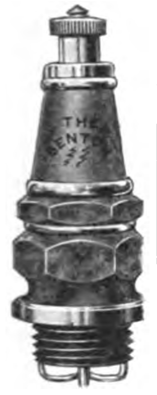
Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company

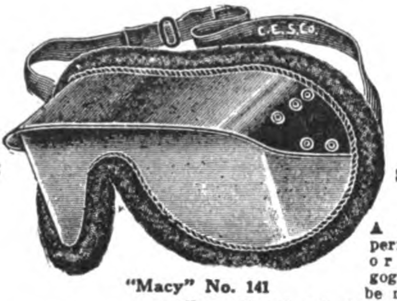
Akron, O.—Branches and Dealers Everywhere



BENTON

The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.



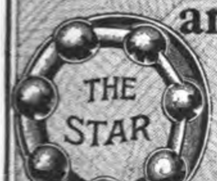
All Motorcyclists Should wear the Chicago Dimmer Goggle

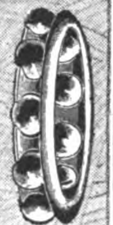
"Macy" No. 141

A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

CHICAGO EYE SHIELD CO.
Chicago, Ill.





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7143 ⅝" pitch ¼" wide

For RELIABILITY

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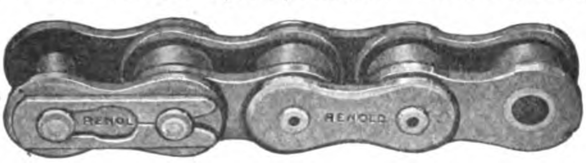

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Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .080; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

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[illegible] W. 126th St. New York
'Phone, 2362 Morningside

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J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
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HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York
563 West 110th St.
Bronx Branch
Webster Ave. at 165th St.

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HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
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Installment or Cash
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All Repairs Guaranteed
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Columbia, Hartford and Fay Juvenile Bicycles
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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WINGES BROTHERS, 1515 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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INDIAN
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All makes of Bicycles—expert repairing
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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
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INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

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light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

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Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

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Parts and Supplies

Also

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BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

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Sold on Installments

Part cash and balance weekly

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Sidecars and parts in stock for all machines. Special attention to dealers.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—Excelsior Short-Coupled Ported Racer, only used four times, good as new. If interested write at once. Best offer takes it. W. E. McFarland, 2816 Col. Ave., Anderson, Ind.

FOR SALE—1916 Harley-Davidson, horn, Prest-O-Lite tank, lamp, and F-N tandem, run less than 2,000 miles. Everything in good condition. Price $230. Chester Ickes, Reynoldsdale, Pa.

FOR SALE—1914 twin cylinder Indian, Prest-O-Lite and horn, in good condition, $85. Homer Mowry, Reynolds Dale, Pa.

FOR SALE—1916 model Indian, lamp, tank seat, horn, all $225. 1915 model Indian, new condition, $150. Both 3 speed. A. E. Palmer, Port Jervis, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

FOR SALE—1916 3 speed Indian twin. Bought August 5. Never punctured. Never let fall. Looks and runs like new. I want the 1917 Olive drab finish. Price $200. J. W. Phelps, Le Roy, Ill.

FOR SALE—Twin Indian, cradle spring frame, two-speed, electrical equipped and just overhauled. New gears and clutch, $130. (Call or write.) H. Lockwood, 372 Communipaw Ave., Jersey City, N. J.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

BUSINESS OPPORTUNITIES

OPPORTUNITY—Well established bicycle and tobacco business. Hold contracts for complete Fisk and Michelin lines of tires. Fred Ginder, 822 Main St., Boonton, N. J.

WANTED—Cash paid for a few second hand motorcycles. Give full and honest description, and lowest price. Must be good trades. Ralph F. Reed, Fort Fairfield, Maine.

HELP WANTED

WANTED—A LIVE WIRE AS MANAGER FOR A BICYCLE DEPARTMENT: A jobbing house with an established trade has open a position with a future, to the right man. State experience, with whom, how long, and salary expected. Must be aggressive and full of pep. Address S. A., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

WANTED—Experienced bicycle and motorcycle repair man, on bicycles especially, who is honest and willing to start on small salary in a new business and is capable of building up a business. Salary will be increased as business does. Address H. G., care of Motorcycle Illustrated.

POSITION WANTED

YOUNG MAN who has had six years' experience in repairing and demonstrating Indian motorcycles would like to locate himself in a live agency; also is a bicycle repairman and sporting goods clerk. Address E. B., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

INDIAN CYLINDERS rebored. Fitted with new pistons, $5.00. A. E. Palmer, Port Jervis, N. Y.

WE WILL pay 20c. for each copy of the Jan. 27, 1916 issue of Motorcycle Illustrated received before Feb. 1. Motorcycle Illustrated, 13 Park Row, N. Y.

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WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa.

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are unequaled for comfort.

Five full inches of free spring movement keeps the rider floating all the time.

Price, $11.00 Each

Your dealer stocks it

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WORTH MORE **Berling Magneto** DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

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Will Be Reproduced Before Buyers
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Four Lines
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Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.

AIM AUBURN

SPARK PLUGS

Win Their Way by Merit

Look for the "Aim" behind the name

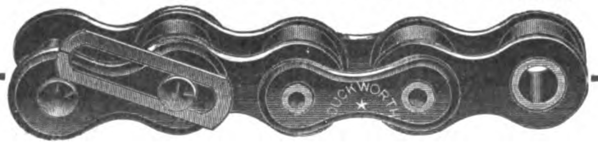
At All Good Dealers

Auburn Ignition Mfg. Co., Inc.
AUBURN, N. Y.

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.



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Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

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DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Ride MASCO Tires
and Keep Smiling

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3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

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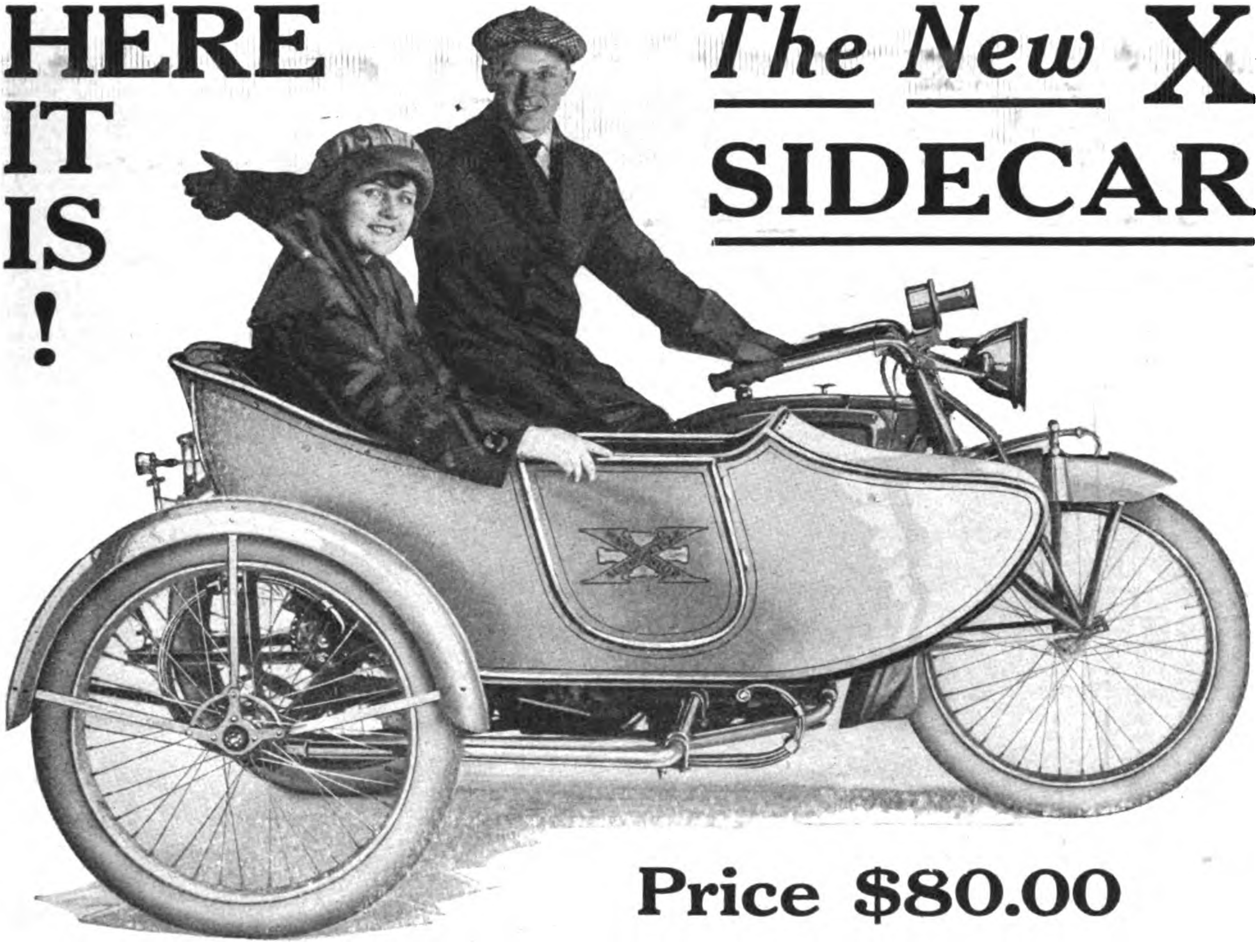
The New X SIDECAR



Price $80.00

A Self Alining Sidecar, Designed and Built to Fit the Series 18 EXCELSIOR Without Modification or Adjustment

HERE ARE SOME OF THE BIG FEATURES

Perfect alinement absolutely assured. No intricate adjustments left to the user.

Quickly Attached or Detached by three bolts without interference with alinement.

All Steel Frame of extra heavy seamless steel tubing and nickel steel drop forgings throughout.

Extension Drop Axle instantly adjustable to any track 42″ to 60″—Mud guard travels with the wheel.

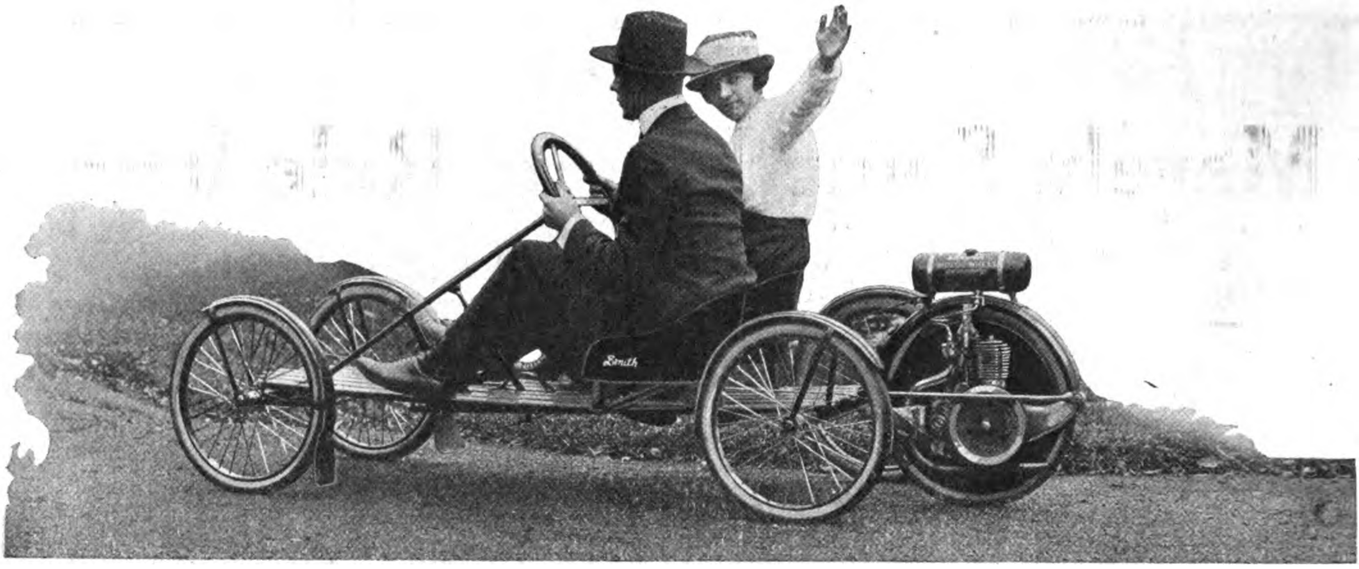
Three leaf Vanadium steel springs, scroll type, front and rear.

Solidly Constructed Body built on handsome and comfortable lines, heavily upholstered, with plenty of elbow and leg room and nickel plated folding foot rest.

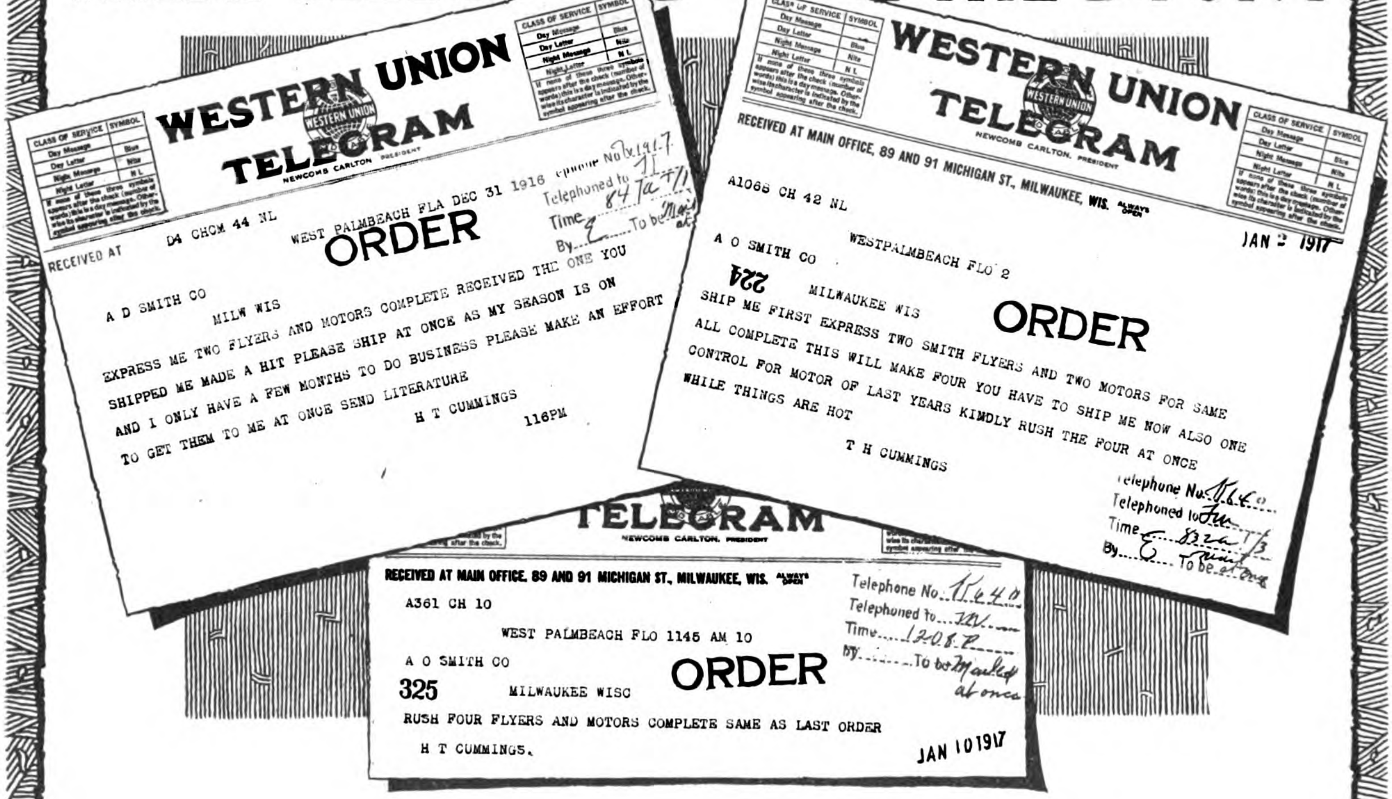
Semi Flexible Vanadium Steel Spring Connection between sidecar and motorcycle absorbs all side shocks due to inequalities in the road.

Write today for SERIES 18 Sidecar circular

Excelsior Motor Mfg. & Supply Company
3703 Cortland Street Chicago



THESE TELEGRAMS TELL THE STORY


WESTERN UNION
TELEGRAM
NEWCOMB CARLTON, PRESIDENT
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Telephoned to 84 Ja 71
Time
By E
To be Mail at

A D SMITH CO
MILW WIS

EXPRESS ME TWO FLYERS AND MOTORS COMPLETE RECEIVED THE ONE YOU SHIPPED ME MADE A HIT PLEASE SHIP AT ONCE AS MY SEASON IS ON AND I ONLY HAVE A FEW MONTHS TO DO BUSINESS PLEASE MAKE AN EFFORT TO GET THEM TO ME AT ONCE SEND LITERATURE

H T CUMMINGS
116PM

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A1068 CH 42 NL
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JAN 2 1917

A O SMITH CO
224
MILWAUKEE WIS

SHIP ME FIRST EXPRESS TWO SMITH FLYERS AND TWO MOTORS FOR SAME ALL COMPLETE THIS WILL MAKE FOUR YOU HAVE TO SHIP ME NOW ALSO ONE CONTROL FOR MOTOR OF LAST YEARS KIMDLY RUSH THE FOUR AT ONCE WHILE THINGS ARE HOT

T H CUMMINGS

Telephone No. 1640
Telephoned to
Time 832a 1/3
By E
To be at once

RECEIVED AT MAIN OFFICE, 89 AND 91 MICHIGAN ST., MILWAUKEE, WIS. ALWAYS OPEN
A361 CH 10
WEST PALMBEACH FLO 1145 AM 10
A O SMITH CO
325
MILWAUKEE WISC

RUSH FOUR FLYERS AND MOTORS COMPLETE SAME AS LAST ORDER

H T CUMMINGS.

JAN 10 1917

Telephone No. 1640
Telephoned to
Time 1208 P
By
To be Mailed at once

See how H. T. Cummings has been burning up the wires—in less than a month he has built up a booming Smith Flyer business. And he is only one instance! Live dealers everywhere sell the Smith Flyer and Smith Motor Wheel—but we want more of them. Get in line. *Write*—or like Friend Cummings, *wire*—today.

A.O. SMITH CORPORATION

MOTOR WHEEL DIVISION — MILWAUKEE, WIS.

The 1917 Indian Side Car Is Not Merely Something to Ride In—

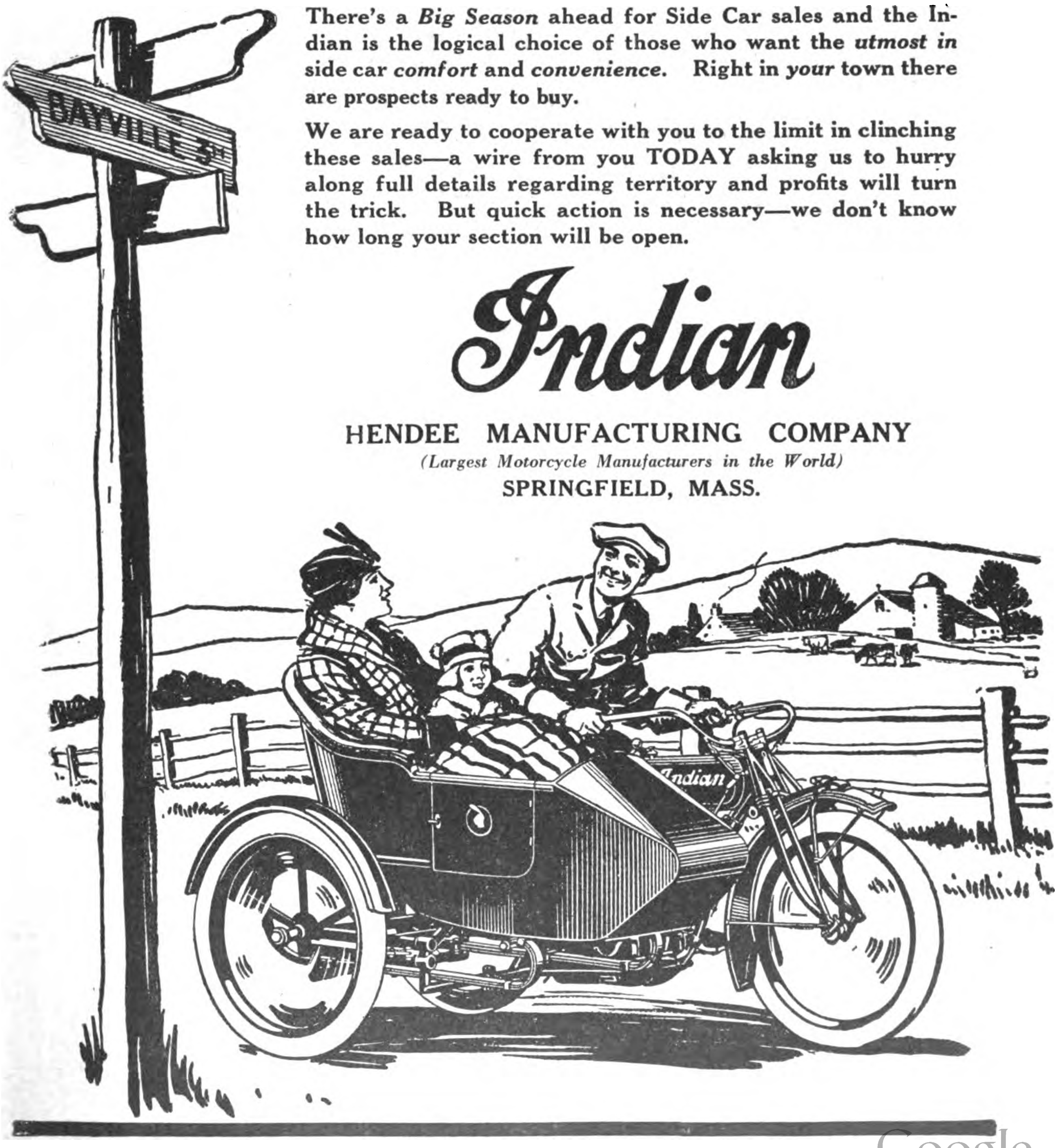
IT'S a vehicle that means big car comfort for the occupant—room to stretch out in—all the luxury of deeper upholstery, of a lengthened streamline design body, of riding ease no matter how rough the going. Also the convenience of an *Adjustable Axle* which permits a tread range of from 42" to 60"—lots of storage room under the hood for touring necessities—quick detachable connections.

There's a *Big Season* ahead for Side Car sales and the Indian is the logical choice of those who want the *utmost in* side car *comfort* and *convenience*. Right in *your* town there are prospects ready to buy.

We are ready to cooperate with you to the limit in clinching these sales—a wire from you TODAY asking us to hurry along full details regarding territory and profits will turn the trick. But quick action is necessary—we don't know how long your section will be open.

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.



Announcing the Harley-Davidson Bicycle Policy

AS is generally known to the trade, we have given each Harley-Davidson motorcycle dealer the first opportunity to obtain the Harley-Davidson bicycle contract for his town.

Now that this has been offered to all Harley-Davidson dealers, we are in a position to talk bicycle business with other dealers in localities where Harley-Davidson motorcycle representatives have not as yet taken up a bicycle contract.

Harley-Davidson bicycles are going to build a bigger business for a large number of dealers who want to sell *the best line on the market.* We do not care what make of motorcycle or bicycle a dealer may be selling, because Harley-Davidson bicycles are *creating a market of their own.* Just as Harley-Davidson motorcycle advertising is bringing *new blood* into the sport, so Harley-Davidson bicycle advertising is bound to create *more bicycle riders.*

We invite correspondence from dealers or prospective dealers who are interested in the possibility of selling Harley-Davidson bicycles.

Are you interested?

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

BLUE STREAKS

New Laurels in Hill Climbing Contest

The open event for motorcycles of any type and size in the Yonkers Hill Climb, held Dec. 10, was won by John U. Constant, riding a 1917 Three Speed Indian equipped with Goodyear Blue Streak Motorcycle Tires.

Up to the top of a thousand foot hill with a fifteen per cent grade, Goodyear Blue Streaks carried Constant to victory in sixteen seconds.

Over a wet clay surface with slippery turns made more difficult by a bad car track crossing, Goodyear Blue Streaks kept faith with the rider who crowned the hill without mishap.

The side car class event over the same course was also won on Goodyear Blue Streaks by Wallace Stuart riding a 1917 Three Speed Indian outfit, in twenty-six seconds.

Just two more added laurels to the widespread fame of these sturdy, dependable tires.

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

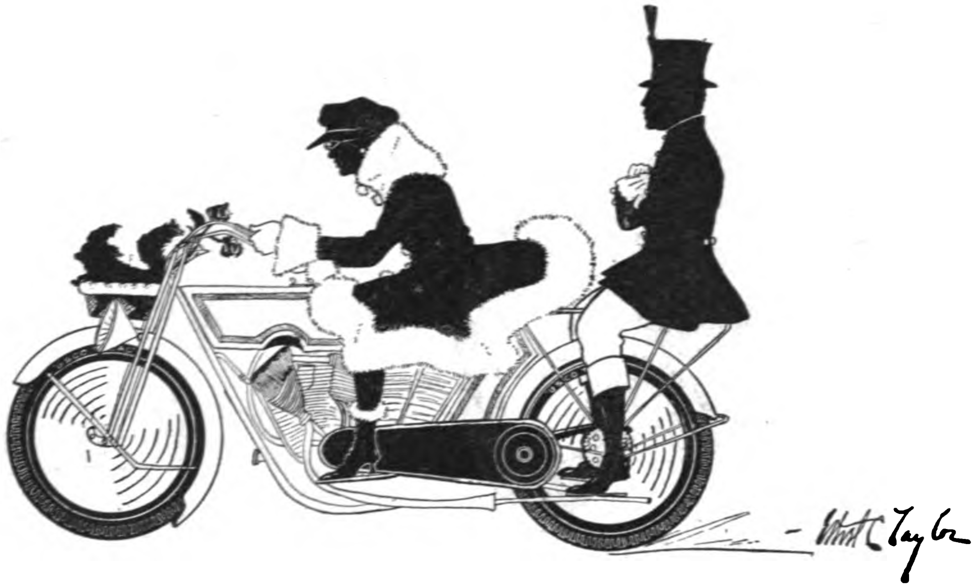
MOTORCYCLES

Dayton
Excelsior
Indian
Thor
Pope
Harley-Davidson
Reading Standard
Henderson
Iver Johnson
Emblem
Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

GOODYEAR
AKRON



Miss Fashion Goes Cycling.

United States 'Usco' Tread Motorcycle Tires

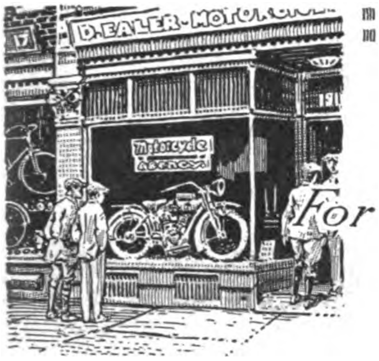
are the fashion among motorcyclists who want efficient, economical tire service.

These are the tires that give least trouble and keep on giving least trouble.

And if you stock up with United States 'Usco' Tread Motorcycle Tires, you will find that motorcyclists will make yours the fashionable place to get their tires.

United States Tire Company

1790 Broadway, New York



MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 13 **January 18, 1917** **Number 3**

Work Ahead for Motorcyclists!

Prompt Action Needed to Forestall Pennsylvania Bill Calling for Heavy Bond From Every Motor Vehicle Operator; Fathered by Owners of High-Priced Automobiles; Indiana and Illinois Riders Have Fight on Hand Against Five-Dollar License Fee

To Motorcyclists of Pennsylvania:

PLANS have been perfected to present to your next Legislature the most unreasonable and iniquitous bill ever aimed at the rank and file motorists of any State—a bill calling for a heavy bond from every operator of a motor vehicle—and it is the purpose of this announcement to call for an immediate and concerted movement by you and your friends throughout the length and breadth of Pennsylvania. Unless your representatives at Harrisburg are impressed at once with the unfairness of the proposed measure the motorcycle will be practically barred from your State, owing to the prohibitive size of the bond which is under contemplation.

What the Bill Means

The proposed bill, which is to be presented by Representative Duncan Sinclair, of Brownsville, is understood to call for a bond of from $3,000 to $5,000 for every driver of a motor vehicle, with no discrimination in favor of the motorcyclist. If this bill is allowed to become a law, the days of the motorcycle in Pennsylvania will be numbered. You will be deprived of your only means of recreation, simply because the bloated plutocrat with his limousine juggernaut is desirous of having the roads of your State for his exclusive use. Think it over. Let the significance of this situation sink in. Then get busy.

Representative Sinclair exposes "the colored party in the woodpile" in this naive fashion: He states that it is "an injustice to owners of expensive automobiles to have them left open to damage from drivers of cheap cars and other motor-driven vehicles." It is stated that the matter has been referred to Governor Brumbaugh, and that the bill will have the support of the administration.

Little more need be said. Here is a bill which does not aim at regulation of motorcycle traffic at all—but at the complete elimination of the motorcycle and the low-priced car from the Pennsylvania highways. Because your bank account does not bear comparison with that of the overfed party in the limousine, you are to be prohibited from riding at all. It is doubtless true that the bill was designed primarily to affect operators of cheap cars, but that you are to be included in the bond provision is made perfectly clear by Representative Sinclair's statement that "in order to make the measure constitutional it will be necessary to include all motor driven vehicles."

Write to your Representative at once—today. Point out the injustice of looking upon the motorcycle as a menace to the expensive automobile. Motorcyclists do not dash about seeking collisions with big cars! Point out the utter absurdity of the thought. Tell him what the motorcycle means to you, to your family, perhaps to your business interests. Tell him that the imposition of a heavy bond will deprive you of the only means of recreation open to you. Tell him that the bill is a destructive blow at your rights as a citizen.

NEWLY-APPOINTED LEGISLATIVE COMMITTEE OF MOTORCYCLE AND ALLIED TRADES ASSOCIATION

Fred Mathis, Excelsior Motor Mfg. & Supply Co., Chicago, Ill., chairman

L. D. Harden, Westfield Mfg. Co., Westfield, Mass.

Harry G. Jacobs, Motor Cycle Illustrated, 13 Park Row, New York

T. J. Sullivan, Motor Cycling and Bicycling, 538 So. Clark street, Chicago, Ill.

Riders of Indiana and Illinois!

THERE are bills ready for presentation to your Legislatures which call for an increase of $3 in your annual license fees—a jump from $2 to $5. If these measures are allowed to go through they will cost the motorcyclists of Indiana about $45,000 a year, over the present outlay for licenses, and the riders of Illinois almost as much.

There is no apparent justification for these increases. The $2 fee is regarded as satisfactory by most legislators in other States who have given the motorcycle situation careful study, and if prompt action is taken you can doubtless convince your legislators that no advance is justifiable or necessary in Indiana or Illinois.

Higher Fee Unjustified

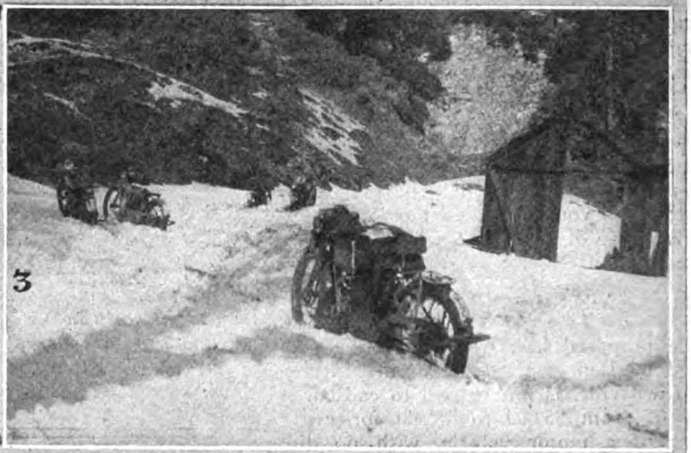
Get in touch with your Representatives at once. Explain that a $5 license fee would impose a hardship upon 80 per cent. of the motorcyclists of your States, and tell them that such a fee is out of proportion to the wear and tear on State roads by motorcycles, as compared with other motor vehicles. A $2 annual fee is a logical arrangement for motorcyclists; a higher fee is unfair. File your protest today, and also keep in touch with the Legislative Committee listed on this page.

Motorcyclists in All States:

WATCH legislative developments along motor lines, and as soon as you learn of a pending bill that is prejudicial to the rights of motorcyclists in your territory write a letter to Chairman Mathis, of the M. & A. T. A. Legislative Committee, and state the case fully. If it is at all possible, forward a copy of the proposed bill with your letter. Do this promptly—and you will "start something."

From Rose Gardens to Snow Summits

By Frank Reed



1.—Some of the Fun Near Pine Crest; Note That Some of the Machines Are Remaining Upright Without the Aid of the Stands. 2.—Five of the Boys Pose for the Cameraman. 3.—Where the Snow Was Almost Hub Deep and Stands Were Superfluous

"THAT snow-covered range looks as delightful as a big ice cream cone on a hot August day; it certainly makes a fellow hate to stick around in the sun and ride boulevards when there is some real riding to be done on those mountain trails," said one of the "Native Sons."

"Well, why don't we go up and look 'em over," answered the crowd.

This was on Sunday, January 7, at the Los Angeles Motorcycle Club. As the club members looked out through the foliage of the palm trees, the snow on the San Bernardinos, eighty miles away, flashed its invitation across the great valley of orange groves and rose gardens through air as clear as crystal.

There followed soon a hurried scattering home of the riders for chains and rope. Some with new non-skid tires just stuck around and waited. In a few minutes the crowd was together again, rolling out through the valley towards San Bernardino. Nothing worse than a puncture or two marred the glide over the 60 miles of boulevard.

Between Ontario and Colton a new piece of road urged the speed hounds to try the pavement in a lively little battle. Guadara and Gustafson brought up the rear in fine style, but Gustafson had a reasonable excuse. It would have made a tractor puff some to pull him along. The quantity of clothes he had on would have made an Alaskan perspire freely in zero weather. Before he got out of the sunny valley his complexion was like a puddler's in front of a steel furnace; and the total weight of his outfit had increased to about a ton, measured by his feelings.

San Bernardino was reached in due time. The crisp air of the foothills had done its work, and riders wrapped themselves around a lot of ham and eggs that would have fed half a military company. The travelers, well fortified, soon saw the procession wind up towards the hills around old Arrowhead. The promised land still lay far above. After seven or eight miles of climbing up the switchbacks, a stop was made. Those who had gone home for anti-skid chains now put them on the wheels. Then all dashed into the lower fringe of

Los Angeles M. C. Riders Run the Scale of Scenic Delights on Ascent of San Bernardino Mountains

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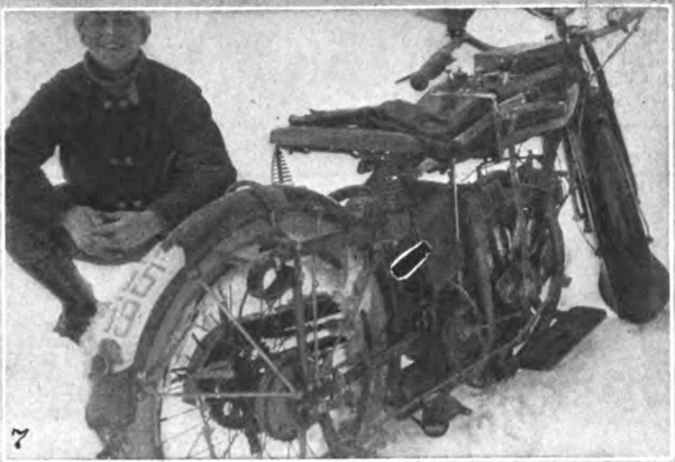
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4.—One of the Riders Receiving a Timely Push. 5.—Ed Peterson Making the Snow Fly. 6.—Helping "Buck" Walters After One of His Famous Slides. 7.—Stevens Used Rope on the Drive Wheel of His New Indian and It Became Tangled in the Spokes. 8.—Three Miles from Pine Crest. 9.—Gustafson Giving the Other Machines a Bath of Snow and Mud

the great mountain snowfield. Soon it was a good foot deep. No travel at all had reached this point. The old motorcycle surely does get a fellow where he has the world to himself. The contrast of the bright green valley was startling.

Gustafson had no time for scenery. He was the busy man of the party. He had no chains, so he worked for traction. First he would push, then kick, then shove, and finally jump. His rear wheel just kept on spinning. The only time he could figure he was going was when he closed his eyes. One thing Gus did, and he did it well; that was to discard coats—overcoats, ordinary coats, mackinaws and sweaters. He just kept jumping, and at every jump he shed clothes.

"I thought snow would melt if the atmosphere was hot," said Gus. He thought he had fever until he got those coats off, and at the close of the scene he was steaming like a kettle on a hot stove.

(Continued on page 25)

The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN

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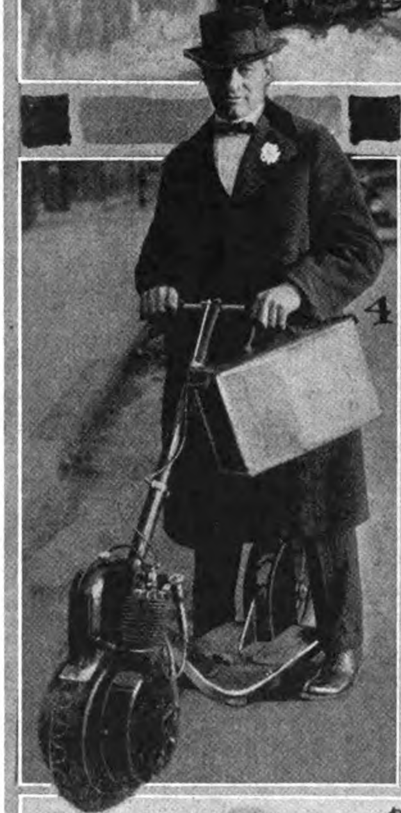
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REEL 1, **Scene 1**—What one Reading-Standard enthusiast encountered in the way of snow drifts on a recent trip through Colorado.

Scene 2—Clarence Carmen, the American paced champion cycle speedster, has taken to the motorcycle.

Scene 3—This girlish little lady, posing in typical girlish fashion, is Miss Carolyn Lane, an 18-year-old miss of Rockport, Mass.

Scene 4—One of the Autoped-mounted salesmen of the Manckery Company, Detroit.

Scene 5—Easing a motorcycle down "twin peaks," one of the obstinate of the grades near San Francisco.

Scene 6—A couple of Detroit enthusiasts starting out for a winter tour in their native state.

Scene 7—When South Dakota roads are bad, they are all of that. This picture shows a typical bad road during the wet season.

Scene 8—Here is the man who passed judgment on your Pope. He is the head tester at the Westfield plant.

Scene 9—Harking back to Old England showing a rider of a Whiting spring frame machine ascending Nailsworth Ladder.

Motorgraphs

PRESENTED IN TWO REELS ~ ~

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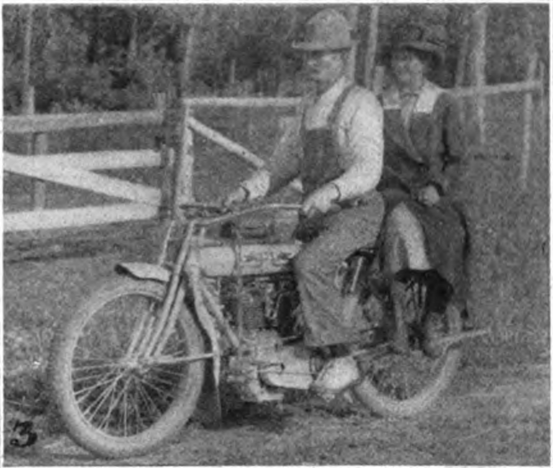
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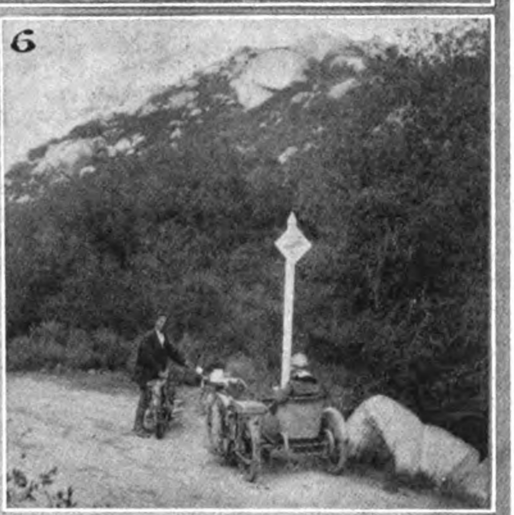
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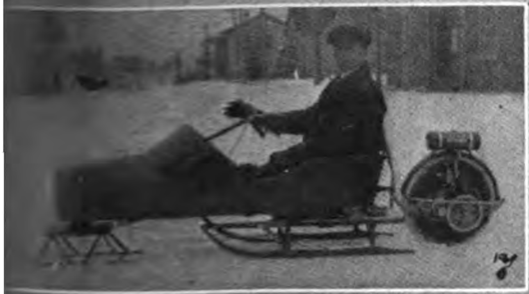
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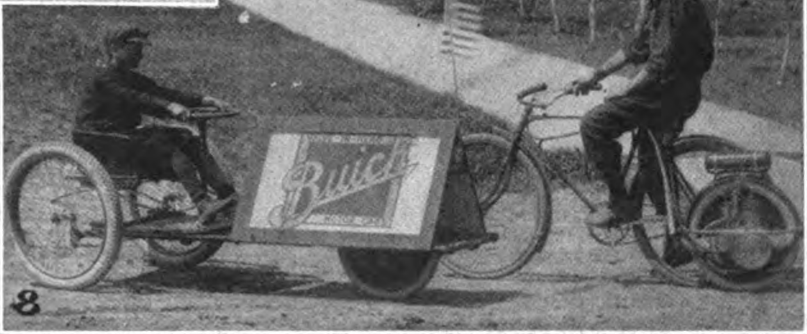
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REEL 2, Scene 1—"Kodaking" with a touch of reverse English. The rider gets into the picture after focusing up and attaching a thread to the shutter. A pull and the whole party is "snapped."

Scene 2—This young lady is the only lady rider in Anaheim, Cal. She is Mrs. M. A. Anlauf.

Scene 3—A bit of scenery from McIntosh, Minn. The rider is Gunder Omband.

Scene 4—Taking the sidecar route to where the berries grow. Here's what the Coast boys are enjoying while we are snow plugging.

Scene 5—Here are the fellows we thought were not coming to join us on our Sunday club run. They're beating it some to catch us.

Scene 6—On the road up Mt. Wilson in California. These are a couple of the "aviators" mentioned in the story last week.

Scene 7—Showing the simplicity of the motor "snowster" built by E. W. Potter of Port Burwell, Ont.

Scene 8—This novel runabout for town use is the invention of G. C. Candee, Smith Motor Wheel dealer at Leeds, N. Dak.

Why I Am a Motorcyclist

Power Two-Wheeler Meets Requirements of the Sportsman as No Other Vehicle Can; Travels Where Motor Car Cannot Follow and Without Fuss or Undue Expense

By GEORGE M. JOHNSON

I AM a motorcyclist because I am an enthusiastic angler. Of all the numerous varieties of angling I indulge in, none gives me so much satisfaction and none is so hard to follow, as the pursuit of the speckled trout. In the thickly-settled parts of the country—especially near large cities—good trout fishing is much harder to find now than it was years ago, in those wonderful days when there was good fishing everywhere; from my home I have to travel 50, 75 miles, or even more, to reach a first-class stream. And there is no mode of conveyance yet devised that can take the place of a motorcycle for this.

All my fishing friends envy me the catches I make each spring. Some of said friends own automobiles. Why don't they follow my example—leave home at 4:30, ride 60 or 70 miles, catch a fine mess of trout, and be back home by dusk or shortly after? Why don't they attempt this with an automobile? Because they're wise. *They know it can't be done* over that sort of roads.

An Aid to the Nimrod

I am a motorcyclist because I am also very fond of hunting—not that I slaughter very many tons of game each fall, but I love to hear the thunder of a ruffed grouse's wings as he breaks cover on a crisp October morning, and I love to stick the old double-barrel to my shoulder and heave an ounce of No. 8's chilled after him, whether the charge happens to connect with the bird or not. And all the pleasure I get from hunting trips I owe to the trusty two-wheeler; deliver me from going either hunting or fishing by trolley. *There's nothing to it!*

You know a motorcycle will easily take care of a fellow hunter and a dog as well—by aid of a sidecar. My pup quickly learned what the sidecar meant in the way of pleasure for him, and only once made the mistake of jumping out when it was in motion. That was on his first ride, and he jumped from the seat to greet a canine friend, never having studied physics and so being totally unacquainted with the laws governing moving bodies. He landed on his bean, but the one lesson was enough; it didn't have to be driven in with an axe.

The Nature Lover's Vehicle

I am a motorcyclist because I am a lover of Nature's big outdoors—not merely as a sportsman whose aim is to destroy, but as one who can appreciate all that Nature has to offer, from so humble a thing as a blue violet in a roadside ditch to the haunting mystery of the whip-poor-will's call. And it is the motorcycle that has served to put me on intimate terms with all that the word Nature stands for. To find Nature at her best you've got to get away from the city, away from parks, and trolley cars, and railroads; and the motorcycle will take you there.

Sense of Freedom

I am a motorcyclist because I love the feeling of freedom, of independence, that the two-wheeler brings, the thought that at my disposal is a mode of conveyance which will take me anywhere I desire to go, do it cheaply and quickly, too, and in such a way that the traveling itself, instead of being a hardship, as traveling often is, becomes a keen pleasure.

I am a motorcyclist because I know enough to appreciate what a wonder of a time-saver that same old faithful chugger is. It enables me to do things, to get to places and back with time to spare, that otherwise would be out of the question. If a man's time is worth anything at all, the motorcycle will easily enable him to save enough to cover its own upkeep, with a good generous balance left over at the end of the year.

The Fever Is Permanent

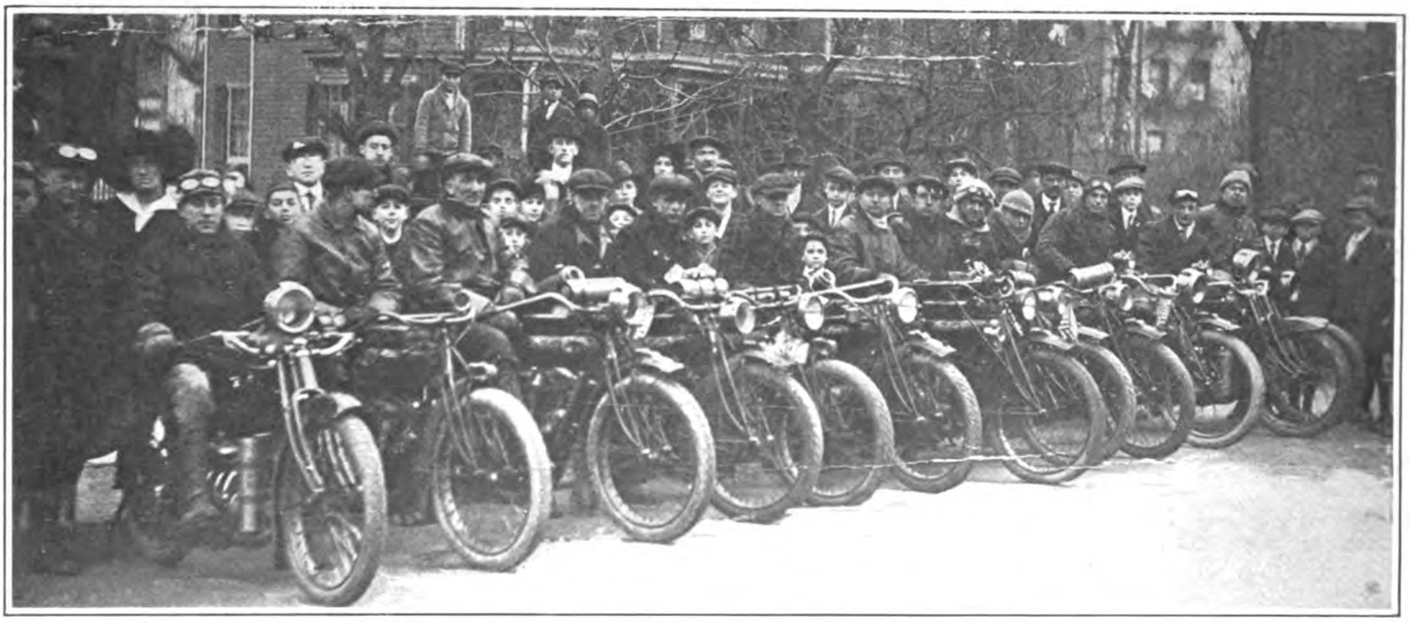
And finally I am a motorcyclist because the fever is deep in my blood; in fact, always has been since the time, years ago, when I first saw one of those weird contraptions, the forerunner of our perfect machines of today. No agent ever had to argue me into the idea that I needed a machine. I *knew* I needed it, just as much as I knew anything, and the only thing any agent ever had to do was to convince me that my earthly happiness depended on my buying *his* particular make of machine.

If I had to drop from memory's book all the pages that record good times which have come my way during the past eight years as a direct result of my motorcycling enthusiasm, I should feel poor indeed. If, from now on, I could no longer count upon a motorcycle to take me to any desired place with a minimum expenditure of time and money, I should be lost. What wonder, then, that I am a motorcyclist!

HILL-CLIMB POSTPONED

DENVER, Colo., Jan. 12.—The hill-climb that was to have been held by motorcycle riders in Colorado Springs, Colo., last week, was called off on account of snow. Just when the event will take place is not at this time known, but it is thought that it will be held some time this month. The dealers of Colorado Springs are lending their aid.

A Consistent Squad of Brooklyn Roadsters



Members of the Yorkville M. C. of Brooklyn, N. Y., as They Awaited the Road Captain's Word to Start on a Recent Sunday Run; This Club Keeps on the Move as Long as the Roads Are at All Ridable

How the Motorcycle Met the Army Call

First Article in a Series Dealing with the Two-Wheeler's Part in Recent Mobilization, Methods of Training Dispatch Riders and Military Prospects for the Future

By ARTHUR CHAPPLE

Sergeant in First Motor Battery, N. Y. N. G.

Troopers of First Armored Motor Battery, N. G. N. Y., in Field Manoeuvres at Peekskill Camp Area

IN view of the fact that the motorcycle is now coming into the limelight as a necessity of modern warfare, having proved its economy and utility to the most skeptical of military experts, it is interesting and well worth while to get down to bed-rock, so to speak, and consider the application of the machine to army service. A great deal has been said and written about army motorcycles in the past year, but mostly along general lines. Those who have really possessed inside knowledge have not been inclined to write about it, or have not been sufficiently interested in the future of the motorcycle to take up the matter on a systematic basis.

For Communication Services

Previous to the memorable order of June 19, issued through the War Department by President Wilson, motorcycles were in use by the Regular Army as a means of communication between Staff officers and headquarters, where telegraph and wireless service had not yet been completely established. With the urgent call for the National Guard, however, the motorcycle became a military necessity in practically every department that was included in the general orders for mobilization.

Couriers Kept Busy

The War Department endeavored to cover all orders with a complete veil of secrecy, but unfortunately our telephone and telegraph systems developed a series of leaks to the newspapers, and it is a fact that some orders actually appeared in the papers before they became effective.

This serious situation was quickly remedied by using motorcycle carriers between the various State headquarters and the mobilization camps. It often became necessary for a courier to carry bundles of documents, funds for transportation and supplies, military maps and relay instructions for the Quartermaster's Department, collect officers' equipment and search for delinquents of militia regiments who had failed to answer the general order to report to their armories. It will be seen from this that the motorcycle at once became an invaluable arm of the service.

During the early days of the militia mobilization there were very few regiments fortunate to have motorcycle detachments, and the supply of riders was also limited. Therefore it fell to the lot of every motorcyclist who happened to be enlisted in a military organization to remain on duty for exceptionally long periods.

The writer personally rode on disptach service between New York headquarters and Camp Whitman for a 48-hour stretch, which ended only by crashing into a loaded farm wagon due to exhaustion and lack of sleep. Just what the army officials could have done without motorcycles during this trying period it is hard to tell.

Motor Battery Formed

Some months prior to the Mexican crisis an organization was formed by several officers of the 12th New York Infantry, and through private subscriptions motorcycle equipment was purchased for a detachment of 160 men. This organization entered the State Militia and was accepted under the name of the First Motor Battery, N. Y. N. G. While a few of its members had actually been motorcycle riders, the majority were inexperienced.

The First Motor Battery was ordered to mobilize on June 19, in company with the other State regiments, and practically all of the experienced riders were at once ordered on active duty as dispatch couriers. As an illustration of what may be accomplished when necessity demands, in one week from the first day the Motor Battery was ordered out nearly all the men had mastered the rudiments of motorcycle work.

There were some falls, of course, and a few of the machines went to the repair shop, but nothing serious happened, although the speed of the couriers at all times was high. The distance by road from the National Guard Headquarters in New York to Camp Whitman was 76 miles, and considerable rivalry sprang up between the dispatch couriers in an effort to establish record trips. In one instance the one-way trip was covered at an average speed of 53 miles an hour by a rider carrying muster rolls and transportation instructions for regiments entraining for the Border.

Weeding the Unfit

The writer will endeavor to show in future articles the precise methods followed in training men to use motorcycles in military service. Various tests were used to weed out the incompetent riders, and after that came a long and rather strenuous period of special training.

Gradually the tests developed into daredevil feats that would have tried the nerve and skill of our veteran track and endurance riders. Reconnoitering and scouting at night in a rainstorm, and without lights, over by-roads and cow-paths, skidding down steep and rocky hills with brakes locked and dragging the machines into watery swamps to elude pickets and outposts were among the stunts the riders were called upon to perform. The swamp operation was particularly dangerous because of the fact that you might disturb a nest of snakes or suddenly sink to the waist in mud and water.

Systematic Training

In addition to riding tests, each rider was fully instructed in the care of his mount, and was held responsible when the daily inspections disclosed any neglected feature of the machine. There is no room for slipshod methods in the Army, and neatness and attention to details are among the rookie's first lessons. He soon adapts himself to the discipline.

In the next article I will give an account of the various duties of a United States Army motorcycle rider from reveille to taps.

Keeping Up Appearances in Winter Riding

Rutted and Ice-Encrusted Roads, Alternating with Water and Snow, Subject the Motorcycle to Severe Tests; Why It Is Worth While to Preserve the Looks of Your Machine

By JOHN DEHAVEN

NOW is the time of year that is extra hard on a motorcycle's good looks. I rode my old tub downtown this morning — sidecar attached — through five or six inches of soft, slushy snow, half water and on the verge of freezing. The wheels churned up vast quanties of the pasty mess, so that soon wheels, rocker arms of forks, guard stays, and all the rest were thickly encrusted. As it happens, nothing can really hurt the good looks of that old bus. Good looks! Bless your heart! She lost 'em year before last, and right there is one comfort of owning a back number—though I don't expect to remain in the back number class during the coming season—you can ride the boat in any kind of weather and under any possible condition without worrying about the effect. But anybody who will take a brand new machine out for what the boys around here term a "sloughing" match shows weakness somewhere.

Why Care of the Mount Pays

There are a number of reasons, however, why one should preserve as long as possible the good looks which a motorcycle brings from its factory. There is the good of the sport to be considered, also the feeling of satisfaction that comes from owning a spick and span mount, and finally the all-important fact that it means additional dollars in your jeans when the time comes to trade in or sell the old bus.

One of the easiest and surest methods of keeping nickel plate rustless and spotless through winter weather has been practised by a number of local riders. In some cases it has been done to the machine with the avowed purpose of keeping the value up for a trade in after a year's ownership. It consists in carefully wrapping handlebars, mudguard stays, all nickel parts, with tire tape, which is then varnished.

Advantage of Taping

Of course, the tire tape really detracts from the appearance of a motorcycle thus treated, but it is worth while in the long run, for no one can deny that it forms an absolutely weather and water-proof protection. When the tape is finally removed the black gum will stick to the metal surface, but a rag soaked in gasolene will readily remove it, provided an application of elbow grease accompanies the rag and gasolene treatment.

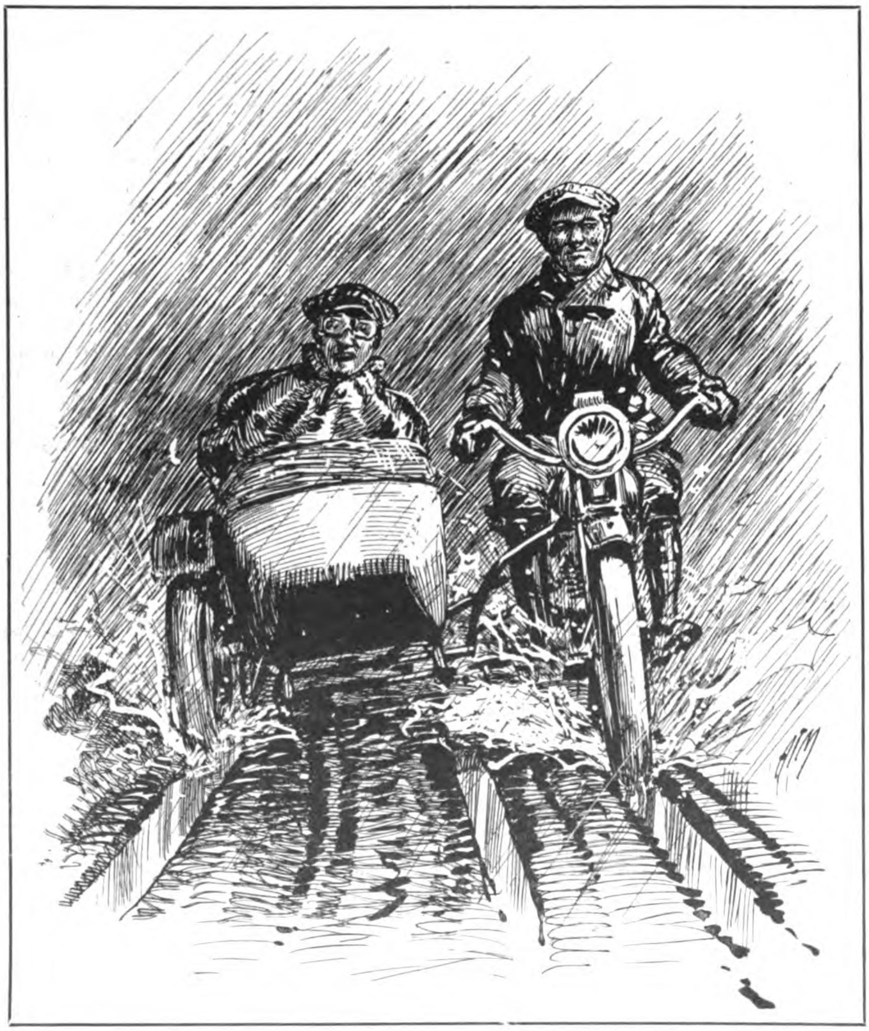
There is one other advantage connected with this form of weather-proofing a machine. Whenever a motorcycle falls over, or a rider takes a flop—even a slight one—the handlebar on that side invariably scrapes on the ground or pavement, so that the nickel plate at that point is seriously marred, and quick rusting is sure to result. If the taping is made a bit thicker at the place where the bars are likely to strike the ground, the possibility of damage of this sort is considerably lessened.

A More Sightly Wrapping

Should a rider not like the idea of decorating his new machine with so unsightly a substance as tire tape, he can employ a slightly more expensive substitute, which will do the work even more effectively and not detract so much from the machine's appearance. Tape with surgeon's adhesive plaster—the zinc oxide kind—a substance which has a score of varied uses for the motorcycle owner. The most economical way to purchase it is in the ten-yard rolls, and the one inch width is, all things considered, the most satisfactory size.

If a rider doesn't care to go to the trouble involved in the treatment suggested above, the least he can do is to liberally smear all parts of the machine which can possible rust—and this includes hubs and spokes—with a coating of light engine oil. No dealer should sell a machine without recommending that this be done whenever the motor is to be used for wet weather riding.

In cool weather moisture may condense on the machine whether it rains or not, and this will also happen on cool summer nights when dew forms, so that all machines would benefit by the oiling. The metal of the machine loses its heat quickly, so that the air near it is chilled by contact to the temperature of saturation, and drops of water will promptly form on the cold surface. If this surface is protected by oil, no harm can result; if not, rust will show.



All-Weather Finish Desirable

A wise rider will order one of the all-weather mounts when buying his new machine, one that has a minimum of nickel plate about it. If spokes, handlebars, hubs, guard stays, etc., are finished in the rustless black enamel, that is so much gained.

I cannot recommend the practice of painting all nickel plate with air drying enamel, as I have noticed on an occasional motorcycle. The result is invariably a blotchy job, not so very far from being actually unsightly.

Enameling

If a chap desires to experiment with enamel, whether the air drying or the baked variety, why not get busy on the old head light and brackets therefore? Some of the new electric models carry the head light enameled the same color as the machine. It strikes me that a weather-stained lamp might be greatly improved in this way, brackets for lamp and Presto tank being treated to the same dose. A little experimenting will enable the rider to do a creditable enameling job on the lamp and brackets.

Here's Where You Stand In Jersey

Two Tags Necessary for Resident Riders But Outsiders Are Allowed Fifteen Days Without—Other Laws

By **E. B. HOLTON**

THERE is a rumor going the rounds of motorcycle circles in New York City that the New Jersey authorities will not allow the New York riders, or motorcyclists from any other State, to enter the Skeeter State unless the machine bears Jersey markers, regardless of the fact the motorcycle has already been registered in its owner's home State.

This is a false impression of conditions in New Jersey, the one change in the regulation of motorcycles for 1917 being that each motorcycle owned by a resident of the State must display two plates, one front and one rear on each machine. This does not affect out-of-State riders who are touring within the borders of the State.

The whole thing originated when a recent decision of the Supreme Court at Washington upheld the right of New Jersey, or any other State, to compel the registration of an automobile, when owned by a non-resident, and was the outcome of an eight-year battle.

Back in 1909, New Jersey had a "Chinese Wall" of no reciprocity with other States; unless a non-resident motorist took out a Jersey license he was barred from the use of the roads of the State.

A Test Case

A new York automobilist with the courage of his convictions and coin in his cashbox, crossed the State-line with his home State markers on the car, was arrested, fined, and appealed the case on the grounds that as he had already registered his automobile in his own State, and as New Jersey was part of the United States, he did not propose to take out another license when he crossed the border.

He fought a losing battle up through the courts until the case went to the Supreme Court at Washington, then the matter was lost sight of for eight years while in the hands of that august but slow-moving body.

In the meanwhile, public opinion had changed in New Jersey, the short-sightedness of the policy of no reciprocity was seen and in 1912 the bars were let down, allowing non-resident motorists, complying with the laws of their own State, 15 days of touring each year on the roads of New Jersey.

This law has never been repealed, so whether the motorist has two tags on as in the case of Connecticut and Massachusetts, or but one, as in Pennsylvania or New York, as long as the rider complies with regulations in his own State he will not be molested because of the difference in New Jersey.

Commissioner Dill's Letter

Then, after eight years of deliberation and word weighing the Supreme Court suddenly decided that New Jersey had a perfect right to force you to take out a license if the legislature saw fit to draft the idea into a law.

By way of making the position of outside riders clear, an official statement from the Commissioner of Motor Vehicles is appended:

"I acknowledge the receipt of your letter of the 6th inst. I note that you say there is an idea in New York City that New Jersey does not extend the reciprocity privileges to motorcycles from New York.

"This is an erroneous impression. Motorcyclists are allowed 15 days in New Jersey under their New York registration.

"Very truly yours,
"WM. L. DILL,
"Commissioner of Motor Vehicles,
"State of New Jersey."

Laws compelling resident or non-resident motorcyclists to have two lights on a sidecar machine and a tail light on all motorcycles with the number-plate illuminated at night are on the books and are enforced, as is the prohibition of an open muffler anywhere in the State.

MUNITIONS INSPECTORS USE MOTORCYCLES

Lieutenants Wikul and Sroechnokoff of Russian Army Ride Hendersons in Their Inspection Work

PROVIDENCE, R. I., Jan. 15.—There are probably no greater boosters of the motorcycle in this State than Lieut. Paul Wikul and Lieut. Voldemar Sroechnokoff, officers of the Russian Army, who are here as official testers of ammunition being made for their Government.

These two military men ride Hendersons sold to them by Manager Halladay of the General Motorcycle Sales Co.

When Lieut. Wikul was sent here two years ago he found that traveling expenses on the railroad were high. He found in covering his various points he must make junction connections with much loss of time. He found this hampered the best interests of his Government.

He began to look about for more simple ways of getting from place to place. He was besieged with automobile and motorcycle dealers. Finally he met Mr. Halliday. After the agent had demonstrated his machine, the lieutenant decided that Henderson was the one he needed. It is interesting to note that since he has come here he has purchased five of this type for his men.

Lieut. Wikul makes his headquarters in this city with Lieut. Sroechnokoff, but the two travel in four different States to inspect the various forms of ammunition being made in this country for them. They have used the motorcycles continuously since buying them and even in this kind of weather with the ground covered with a light snow the officers with their assistants go from place to place on their machines.

Lieut. Wikul said: "The motorcycle is certainly the greatest convenience I have found for covering my territory. It is cheap, it is quick, it is comfortable and besides it's sport that I like, and for my part I don't see why anybody can't enjoy it from the sporting angle. It would be quite impossible for me to give you an estimate of the cost of maintaining it because I have no time, but it is far cheaper than any other conveyance I could use.

INDIAN CATALOG IN JAPANESE

The 1917 Indian catalog for Japan has been issued under the direction of Futabaya & Company, Tokyo, and has been turned over to Japanese agents for general distribution. The entire work of preparing and printing the catalog was done in Japan. The catalog, which contains 18 pages, runs backward, according to the ideas of English-speaking people, has a somewhat odd appearance, and is a pleasing and attractive little book. The front cover is on the back and the back cover on the front. Were it not for this fact the average American would have little idea at which end the reading matter commenced.

A. O. SMITH GIVES BONUS

MILWAUKEE, Wis., Jan. 15.—Following the move made by many manufacturers throughout the country, the A. O. Smith Co., makers of the Smith Motor Wheel and Smith Flyers, announce a 10 per cent bonus to all employees, which includes the office force as well as the factory employees and 1,800 people will benefit by the move.

NEW DEPARTURE HOMES

BRISTOL, Conn.—The New Departure Mfg. Co. has recently completed 115 of the bungalow homes it is erecting for its employees. Of the houses that have been erected 70 per cent. are now occupied and the others are being taken up as soon as the decorators have finished their work.

WILL RETREAD THE WORN ONES

TULSA, Okla.—With a capital of $15,000 the Tireoid Co. of Oklahoma has been organized here by D. T. Stevens of Sapulpa, C. H. Carter of Sapulpa and C. F. Hopkins of Tulsa. The company will retread automobile, motorcycle and bicycle tires and claims that nearly as much mileage can be got out of the half-soled tires as out of the tire when new.

NEW TULSA TIRE CONCERN

TULSA, Okla.—To do a general dealers' business and also to do repair work on all kinds of tires, the O. A. Steiner Tire Co. has been organized here with a capital of $10,000. The incorporators are O. A. Steiner, W. F. Judd and W. H. Lane.

MARKER BACK ON THE JOB

CLEVELAND, Ohio, Jan. 16.—The Chicago district territory of the Adams-Bagnall Electric Co., of Cleveland, has again been placed in charge of Van N. Marker, with headquarters in Machinery Hall, 549 West Washington boulevard, Chicago. Mr. Marker was associated with the Chicago district office of the Adams-Bagnall company for approximately seven years, up to March, 1916.

MOTOR CYCLE ILLUSTRATED

Volume 12. Jan. 18, 1917 Number 3

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SWENSON'S TAG VICTORY

Providence Dealer Pulls Strings and Gets Size Reduced One-half

PROVIDENCE, R. I., Jan. 15.—George R. Wellington, secretary to the State Board of Public Roads, is in communication with the Attorney General of the State in reference to the alteration of the motorcycle registration laws to conform to the needs of the motorcyclists here as set forth last week by B. A. Swenson.

The Indian motorcycle man had a conference with Mr. Wellington last week and succeeded in getting the size of the plates reduced one-half. The present size is 12 by 4½ inches, the same dimensions as are used in the automobile registration. He was also assured that they would be of some metal that might be easily drilled.

"GAS" INQUIRY FINISHED

Federal Trade Commission Fails to Find Evidence of Manipulation.

WASHINGTON, Jan. 14.—The investigation by the Federal Trade Commission into the gasoline situation has been completed, it was announced Wednesday afternoon, and will be presented to Congress next week.

While the report has not yet been made public, it was stated on excellent authority that the report shows that the committee was unable to discover any combination between the Standard Oil Co. and independent oil companies to control gasoline prices, but that the independent companies followed closely the prices set by the Standard.

RUBBER FACTORY FOR FT. SMITH

FORT SMITH, Ark.—A movement has been set on foot here for the organization of a rubber company for the manufacture of automobile, motorcycle and bicycle tires and other rubber objects. The proposition is being backed by the Besaw Rubber Co. of Akron, Ohio. It is proposed to organize a separate company here to be backed by the Besaw Company and to use its patents and processes. The Fort Smith company, however, would be controlled and financed by Fort Smith men.

The Rider First

WITH this number, Motor Cycle Illustrated becomes primarily a riders' magazine. The change was hinted at last week. It is now fully effective. In future this journal, *while never overlooking the essential news of the trade,* will give precedence in its pages to features which directly interest the man in the saddle, or which will aid in winning over to the saddle more recruits from that vast potential field which is only now waking to the myriad possibilities of the power two-wheeler.

This is an editorial policy of wonderful opportunities, and heavy responsibilities—of which the staff of Motor Cycle Illustrated is keenly cognizant. There are over a quarter of a million motorcycle users in the United States today, other thousands preparing to join the ranks for 1917, and unknown legions waiting to have the doctrine of the motorcycle presented to them. The magazine which keeps always uppermost in its policy the interests and rights, the tendencies and ambitions, of the riders and riders-to-be in this great field must exert an almost incalculable influence—an influence that will be reflected from the rider, or the prospective rider, to the dealer and thence to the manufacturer. The publishers of Motor Cycle Illustrated feel that the generating of such an influence, and its unfailing application along constructive lines, are objects worthy of the best endeavors of any magazine.

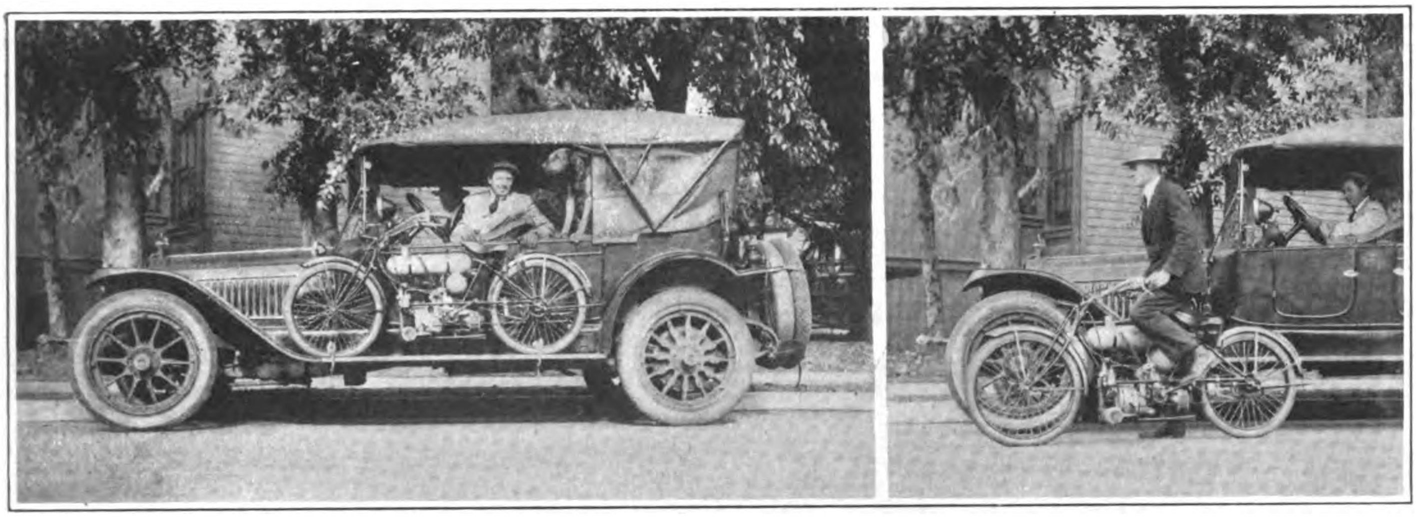
To Our Advertisers

The task of producing a magazine is not completed, truthfully speaking, until the journal is in the hands of the readers: and a delivery schedule of unvarying regularity is just as essential to the continued satisfaction of all concerned as are the carefully-selected text and pictorial features which go to make up the book. *For that reason there will be no deviation hereafter from the mailing schedule of Motor Cycle Illustrated.* This means that the forms must close at a certain hour every Tuesday, and that to permit of this arrangement

All Advertising Copy Must Be in the Office of Motor Cycle Illustrated Not Later Than Tuesday Morning

The co-operation of advertisers to that end will be appreciated.

DERKUM'S METHOD OF INTRODUCING THE CLEVELAND IN CALIFORNIA



"Derk" Is Accompanied by Obert, Demonstrating Expert, Who Unships the Lightweight and Writes His Name on the Pavement With It Whenever There Is a Skeptical Dealer to Be Convinced

DAVIDSON SAILS FOR AUSTRALIA

Sales Manager for Harley-Davidson, Accompanied by Mrs. Davidson, Embarks January 29—Is Tendered Farewell Dinner

MILWAUKEE, Wis., Jan. 16.—Arthur Davidson, salesmanager of the Harley-Davidson Motor Co., accompanied by Mrs. Davidson, left Milwaukee today with Sydney, Australia, as their ultimate destination. Mr. and Mrs. Davidson will spend a few days on the coast, embarking on the 24th of the month on the Great Northern headed first for Hawaii and then for the Antipodes.

The ulterior motive for Mr. Davidson's trip is to establish better working conditions between the factory and Australian distributors of the Harley-Davidson motorcycle and bicycle lines. It is the British custom to deal directly with members of the firm on the occasion of establishing their connections, and for that reason Arthur Davidson undertook the trip himself instead of Arthur Herrington, who was cut out to make the Antipodian journey.

Last Saturday evening Arthur Davidson was the guest of honor at a farewell dinner given at the Maryland Hotel at which Assistant Salesmanager E. J. Mueller presided. Those present were: Arthur Davidson, E. J. Mueller, Hiram W. Hascall, W. D. Isham, W. E. Kleimenhafen, E. Pabst, Hugh Sharp, Otto Grigg, Lacey Crolius, J. J. Balsom, August Frey, E. B. Elsner, L. H. MacDonald, H. Scherer, A. W. Herrington, Hallam B. Miller, T. A. Miller, Frank B. Rodger, Joseph J. Kelbert, E. A. Travis and E. V. Gumpou.

Those present seized upon the opportunity to express their confidence in Winifield Gaylor, who has been proposed to Chairman C. F. Johnson of the F. A. M. for the post of legal representative of the body in and around Milwaukee.

CROTONA INSTALLATION

Midwinter Dance and Prize Awarding for Ellis' Run Feature the Occasion

NEW YORK, Jan. 13.—The annual installation of officers of the Crotona M. C. was held tonight at the rooms of the Clairmont A. C. and the occasion was made triply effective by staging at the same time the annual midwinter dance of the club and by awarding of the prizes in George Ellis' Midnight run. Over three hundred motorcycle enthusiasts attended the event.

Doctor Martini, a Spanish War veteran, acted the part of installation officer, assisted by Edward Schnader, master of ceremonies. The following officers took the oath:

President, John Paff; vice-president, Charles Crownshield; secretary, Jack Welch; treasurer, Kenneth Hoffman; road captain, Fred Nissen; first lieutenant, John Cobban, Jr.; second lieutenant, August Hellwig.

STEINFELDT RODE EXCELSIOR

A. Steinfeldt, who made a medal score of 956 and a consistency score of 926 in George Ellis' Midnight Run on New Year's eve, made that record on an Excelsior sidecar outfit. Steinfeldt is an Excelsior dealer in the Bronx with headquarters at 576 Westchester avenue.

COMING NEXT WEEK

Owing to the pressure of other material in this number it was found necessary to postpone publication of the second article in the Joe Simms series of sales talks for dealers until next week.

In the Jan. 25 number Joe will come through with another characteristic chat along lines of interest to every motorcycle agent.

HAMILTON DEALERS "PULLING TOGETHER"

All Have Joined Local Association; Plans Are Laid to Combat Bicycle Thievery and Improve Credit Situation; Promise Sales Drive

HAMILTON, Ont.—The Hamilton Motorcycle and Bicycle Dealers' Association held another big meeting at the New Commercial Hotel, Hamilton, on Tuesday evening, January 9, along with a social feature in the shape of a supper.

Secretary Dixon reported that all Hamilton dealers are now members of the association, and a number of important steps will now be taken by the organization as a result of its 100 per cent. strength.

At the meeting it was decided to launch a crusade against bicycle thieves. Arrangements in this direction were made, and information is to be sought from various cities as to the methods employed to cooperate with the police to round up the disturbing robbers.

The members decided to prepare a list of all bad-debt customers for record with the association's books and riders who forget to pay their bills will henceforth find it very difficult to do business with any Hamilton dealer.

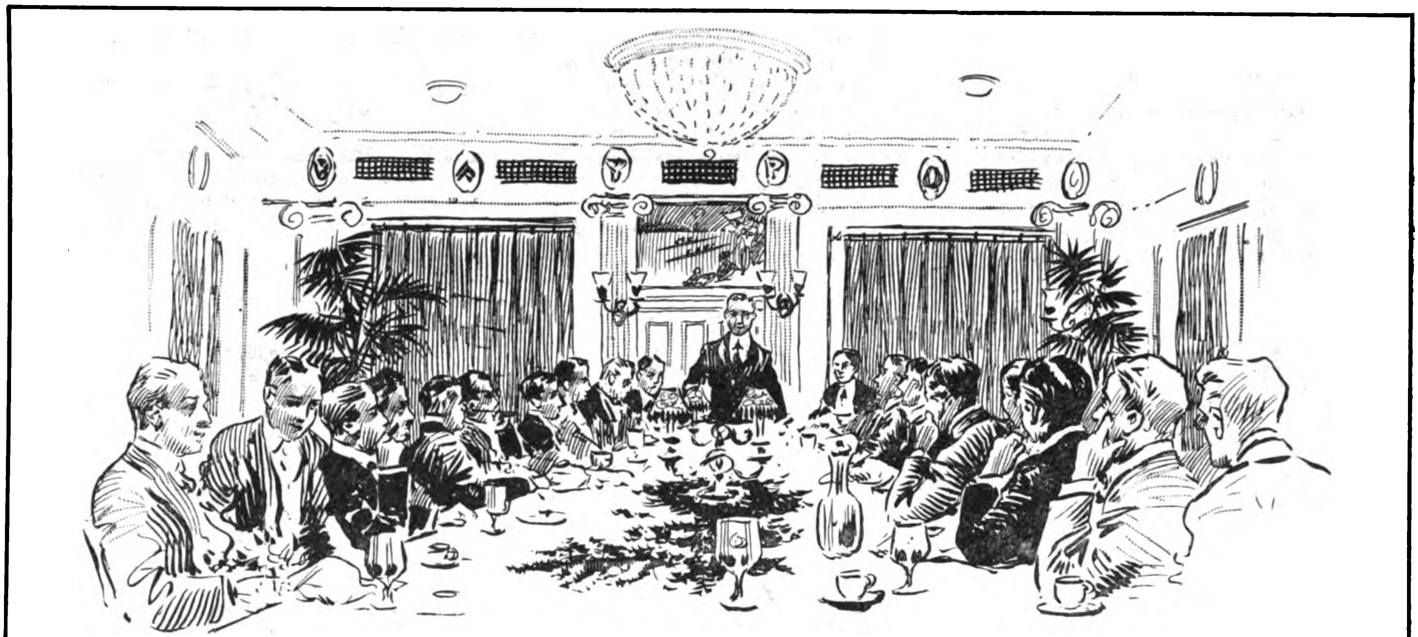
The local tradesmen are anxiously waiting for an announcement regarding the proposed spring bicycle sales campaign and have suggested the first week in April as an appropriate time for the "drive." So enthusiastic are the Hamilton dealers regarding a campaign that they have decided to proceed with arrangements on their own account, pending the receipt of details from the manufacturers. The next general meeting will be held on Tuesday, February 6, at the New Commercial Hotel.

DENVER'S NEW RULES IN EFFECT

DENVER, Colo., Jan. 12.—Denver's new traffic laws, which were outlined in a recent issue of **Motor Cycle Illustrated**, are now in effect. Motorcycle riders here have been spending a good deal of time of late in familiarizing themselves with the new traffic code in order that they may safely appear upon the streets of Denver with their mounts.

M. & A. T. A. AT BUSY ANNUAL MEETING

Directors Are Empowered to Appoint Business Manager; Chicago and New York Show Reports Accepted; Broad-Gauge Plans for Dealer Campaign Approved; Legislative Committee Is Named; 1917 Show Dates Are Announced



After the Demi Tasse Came the Business Course

NEW YORK, Jan. 15.—Featured by the authorization of the directors to employ a paid manager to handle all the routine business of the body, by Show Manager Coffman's report on the Chicago and New York exhibitions and by approval of a definite educational and service campaign in behalf of dealers, the annual meeting of the Motorcycle and Allied Trades Association, held at the Hotel Astor, Wednesday, Jan. 10, did much to confirm the idea that the forces of American motorcycledom are at last concentrated upon the problems in hand.

The meeting followed a luncheon at 12:30 and the 40 trade representatives in attendance took the business cue gracefully and slipped from gastronomics to motorcycle affairs without leaving the tables.

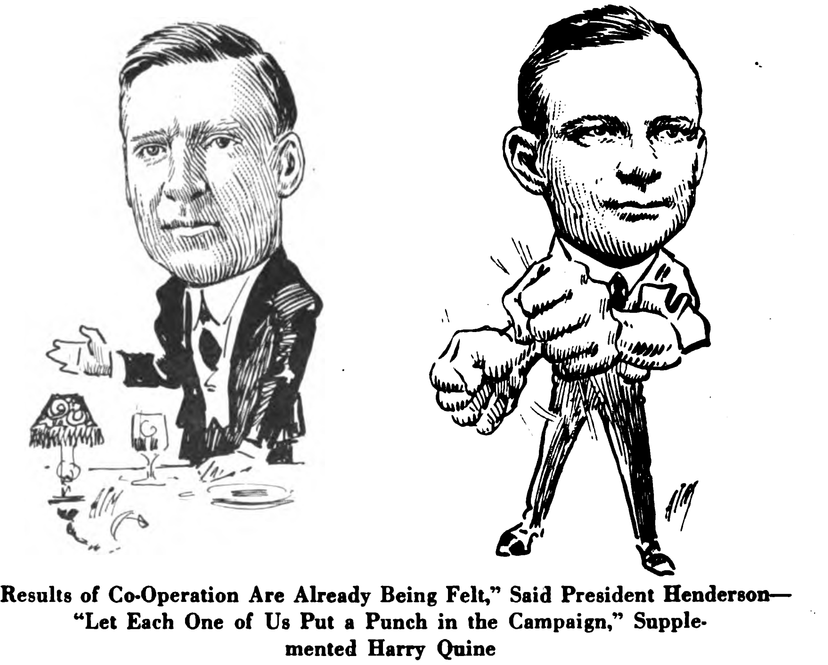
Strong Trade Lineup

Those present: T. W. Henderson, Henderson Motorcycle Co.; Horace Huffman, Davis Sewing Machine Co.; H. E. Haws and L. G. Fairbank, Firestone Tire & Rubber Co.; Bert Quayle, Standard Welding Co.; H. F. L. Funke and O. Ling, H. F. L. Funke Co.; L. M. Wainwright, Diamond Chain Mfg. Co.; D. H. Wetzel, Mott Wheel Works; Harry G. Jacobs, **Motor Cycle Illustrated**; R. M. Barwise, Diamond Chain Mfg. Co.; Arthur T. Merrick, J. H. Donehue and M. L. Ullman, **Motor Cycle Illustrated**; M. C. Stokes, United States Tire Co.; D. R. Walls and M. E. Toepel, Splitdorf Electrical Co.; Irving Beck, Eastern representative for Rogers sidecars and F-N tandems; R. S. Westcott, Bosch Magneto Co.; George T. Briggs, of Schebler Carbureter Co.; E. W. Theurer, Reading Standard Co.; J. Leo Sauer, **Motor Cycle Illustrated** and the *Bicycling World;* A. B. Coffman, manufacturers' representative; F. J. Weschler, E. M. Jackson and F. E. Baldwin, Hendee Mfg. Co.; J. Goodman, of Frank Presbrey Co.; H. N. Condict, *Bicycling World;* E. M. Stearn, Champion Spark Plug Co.; T. J. Sullivan, *Motorcycling and Bicycling;* T. R. Thomas, Goodyear Tire & Rubber Co.; DeWitt Page, New Departure M'f'g. Co.; Harry S. Quine, Goodyear Tire & Rubber Co.; Walter Shoemaker and Joe Merkel, Merkel Motor Wheel Co.; E. F. Hallock, **Motor Cycle Illustrated**; A. C. Rice and W. L. McGrath, Eclipse Machine Co.; M. J. Horton and A. E. Griffith, New Departure Mfg. Co.

President Henderson stated that the coffers of the association now contain **$8,000,** with no outstanding bills, and **explained** that the reading of Treasurer Arthur Davidson's report for the year would be postponed, as Mr. Davidson had left for a business trip to Australia.

Chairman Haws' Report

Chairman H. E. Haws, of the Dealer Committee, presented a report bristling with constructive suggestions for the contemplated sales-building campaign. He

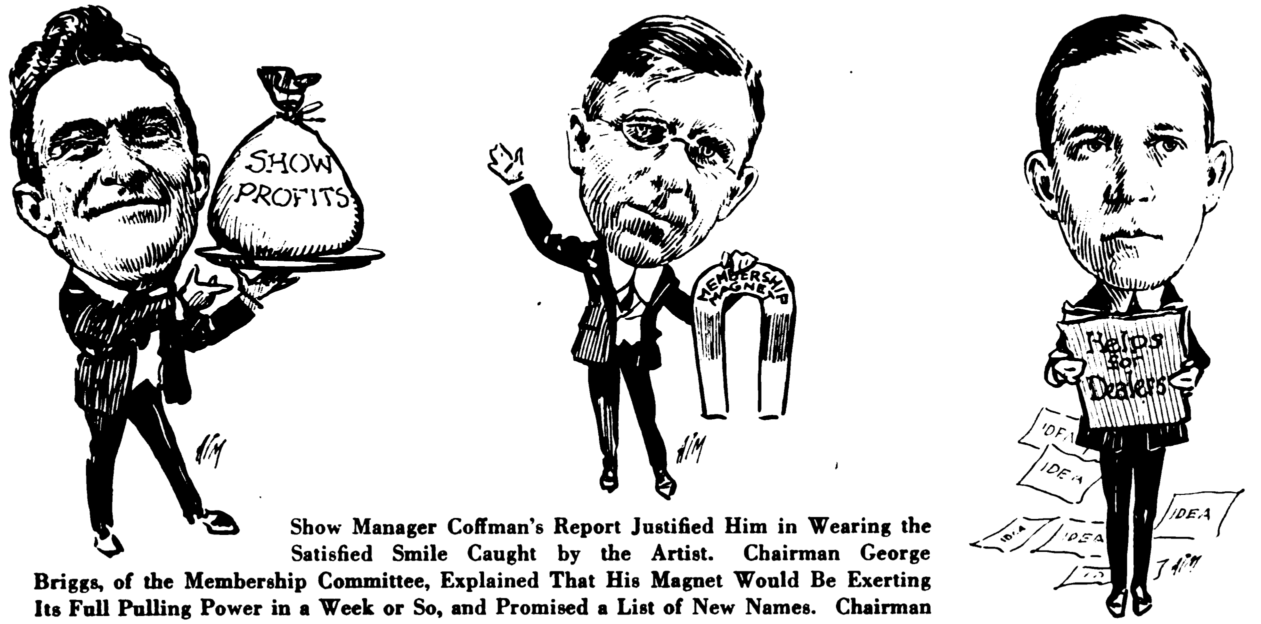


"Results of Co-Operation Are Already Being Felt," Said President Henderson—"Let Each One of Us Put a Punch in the Campaign," Supplemented Harry Quine

stated that his committee has worked out definite plans to assist the dealer in improving window displays, to bring about neater and more businesslike salesrooms, to inculcate modern methods—along lines of bookkeeping as well as salesmanship—and to foster better feeling among dealers with the view of enabling them to confer and standarize their methods of meeting local conditions.

Value of Neat Rider

Chairman Haws emphasized the value of the neat rider to the industry and recommended that prizes—preferably of cash—be awarded to the clubs submitting photos of the neatest squads of riders. He argued that dealers should assist in this movement by pushing the sale of attractive riding costumes, and by encouraging their parents to make a pleasing appearance on the road.



Show Manager Coffman's Report Justified Him in Wearing the Satisfied Smile Caught by the Artist. Chairman George Briggs, of the Membership Committee, Explained That His Magnet Would Be Exerting Its Full Pulling Power in a Week or So, and Promised a List of New Names. Chairman Haws, of the Dealer Committee, Delivered a Veritable Broadside of Sales Pointers.

The co-operation of factory travelers was requested in the movement to improve retail sales conditions, and it was also suggested by Mr. Haws that a big dealers' meeting be arranged for in Chicago and New York, or in both cities, in connection with the national shows, to further the spirit of trade fellowship and permit of the exchange of views and methods.

The first in a series of bulletins to dealers will be sent out by the Dealer Committee about Feb. 1. It will suggest a "Clean-up Week" preparatory to the formal opening of the spring selling season.

Chairman Haws' report was approved in full and his committee was empowered to act along the lines suggested. The matter of awarding prizes to the neatest clubs was also left to the discretion of the committee.

Manager Coffman's show report came next. His figures for the attendance at Chicago follow: Paid admissions, 5,188; dealers who used show buttons, 705; jobbers, 100; school children, admitted on special coupons, 2,525; admissions on special exhibitors' tickets, 1,426; on non-exhibitors' tickets, 610. Total, 10,554. Attendance at the New York show: Paid admissions, 5,131; dealers, 900; jobbers, about 100; school children, admitted on special tickets, 2,200; admissions on special exhibitors' tickets, 984; on non-exhibitors' tickets, 430. Total, 9,745.

President Henderson stated that the bicycle and accessory manufacturers are desirous of assisting in staging the annual cycle shows, and of sharing proportionately in the profits, and the Show Committee was empowered to act for the Motorcycle and Allied Trade Association in the matter.

Concerted action along legislative lines to protect motorcyclists was another point of interest brought up by Mr. Henderson. He explained that a move is afoot to increase the Indiana license fee from $2 to $5 yearly; it was learned later that a similar bill is to be presented in Illinois. The sentiment of the gathering was expressed by Messrs. Frank J. Weschler and Harry S. Quine, who argued that it was the duty of the association to take immediate steps to forestall the objectionable laws.

On motion of Mr. Quine a Legislative Committee was appointed as follows: Fred Mathis, Excelsior Motor Mfg. & Supply Co., chairman; L. D. Harden, Westfield Mfg. Co.; Harry G. Jacobs, **Motor Cycle Illustrated**; T. J. Sullivan, *Motor Cycling and Bicycling*. This committee, with President Henderson ex-officio, will take steps at once to obtain data relative to any pending legislation affecting motorcyclists.

When the time arrived to elect the directors for 1917 a motion was offered and adopted that the present board be retained intact.

To Appoint Paid Manager

The plan to have a paid manager appointed by the association cropped out repeatedly during the meeting, it being the consensus of opinion that the success of the plans in hand depends largely upon such an arrangement, and the Board of Directors was finally empowered to employ such a manager, at a salary not to exceed $3,000 a year. The directors will look over the "managerial timber" at once.

George T. Briggs, chairman of the Membership Committee, reported that the association now has 25 to 30 members in good standing, and that out of about 90 prospects which his committee has in mind it is expected that 40 or 50 will be enlisted.

COMMITTEE SELECTS 1917 SHOW DATES

NEW YORK, Jan. 11.—A meeting of the Show Committee was held this morning, at which time the dates for the next Chicago and New York cycle shows were decided upon. The Chicago exhibition will be staged Sept. 17-22, and the New York show Nov. 19-24. No formal announcement could be made relative to the buildings in which the shows will be put on.

A. B. Coffman was retained as manager for both shows.

U. S. RUBBER FINANCES

Stockholders' Meeting Called for Feb. 14 to Consider $100,000,000 Bond Issue.

NEW YORK, Jan. 14.—Kuhn, Loeb & Co. have begun the formation of a syndicate to underwrite an issue of $60,000,000 of first and refunding mortgage bonds of the United States Rubber Co., of which the United States Tire Co. is one of the principal subsidiaries.

A meeting of the stockholders of the company for the purpose of authorizing the new financing has been called for Feb. 14. It is expected that an issue of $100,000,000 will be authorized, of which $60,000,000 will be issued at once, from the proceeds of which $24,697,000 will be set aside to retire notes due Dec. 1, 1918, and bonds of several subsidiaries. Another $10,000,000 of the bonds may be issued for working capital.

ATTRACTIVE EXHIBIT FOR THE SPORTSMAN

Comprehensive Display of Indian Motorcycles, Indian and Pierce Bicycles, by Baker, Murray & Imbrie at the Recent Brooklyn (N. Y.) Business Men's Show

SCHICK WINS N. J. SECRET TIME RUN

Young Cleveland Rider Scrambles Home in Rain With Time Off Only a Minute—Weather Mars Event

NEWARK, N. J., Jan. 14.—Milton Schick, riding a Cleveland lightweight, today won the second annual secret time run of the New Jersey M. C., with an elapsed time that varied but one minute from the picked time. F. Camp, Indian sidecar, was second with a ride that disagreed six minutes from his picked time.

Six sidecar outfits and four solo riders competed over a 50-mile course on which a 12-hour rain had been falling, making the contest more of a case of skilful driving than had been planned.

Shick is but 15 years old and is a rider of six months' experience. His win makes the second time that a Cleveland rider has come through in first place, C. W. Waughop taking the 1916 event, but falling off in form this year with a ride 28 minutes away from being correct.

Waughop got up at six bells in the morning and rode 25 miles to compete, so he may be excused a bit at that.

The scores:

	Minutes off
Milton Schick, Cleveland	1
Fred Camp, Indian sidecar	6
Mart Netzler, Excelsior sidecar	10
E. B. Holton, Indian	11
W. M. Walden, Harley-Davidson sidecar	16
C. L. Eckhardt, Harley-Davidson sidecar	16
A. W. Wintsch, Indian sidecar	19
Ed Durning, Cleveland	26
L. Holland, Jr., Harley-Davidson sidecar	27
C. W. Waughop, Cleveland	28

FAVORS CO-OPERATIVE RUNS

Herb Kipp Discusses Basis for Motorcycle Events After the War.

TORONTO, Ont.—A statement by Herb Kipp, Hendee travelling representative in Canada, regarding the holding of future motorcycle events is particularly interesting in view of present "social" conditions in the Dominion. The Toronto Motorcycle Club is practically dead, partly because of the war, and Kipp declared recently that, insofar as Toronto happenings are concerned, motorcycle runs and races after the war will probably be staged by the local trade on a co-operative basis.

He ventures the opinion that each dealer could hold his own pleasure run or picnic for the entertainment of patrons, but that they could join forces for big endurance rides and racemeets.

OFFICIALS VALUE MOTORCYCLES

MARINETTE, Wis.—That the motorcycle and sidecar are the best transportation medium for local postoffice work is evidenced by the case of Geo. H. Erickson.

Because the department would not allow him extra compensation to cover the maintenance cost of his Harley-Davidson and sidecar, Mr. Erickson decided to go back to the horse and wagon method. It did not take the postal officials long to recognize the superior advantages of the motorcycle, however, and shortly after he came to Mr. Erickson and asked him to put back the motorcycle and sidecar, agreeing to raise the allowance.

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EDITORIAL

By J. Leo Sauer

WHY IT PAYS TO TALK ECONOMY

"ECONOMY of operation," reads a **Motor Cycle Illustrated** advertisement, "has made our delivery vans familiar sights on the streets of America's most progressive cities and towns."

"Economy of operation" or, to use a more familiar phrase, "low up-keep" is and always will be one of the strongest points in favor of the motorcycle, for either commercial use or sport. The dealer who neglects constantly to emphasize it doesn't know his business. However extravagant the average American may be, the time will never come when the factor of low maintenance costs will not only make a strong appeal to him, but also have a certain fascination for him. He enjoys comparative figures; play them up in your advertising, Mr. Dealer—it will pay you to do so. Interest him through the medium of his business sense, which you know to be fairly well developed. In your publicity and in your sales talks, seek to convince him that the motorcycle produces the desired results for the smallest possible outlay. He will read, or listen, as the case may be. Of course, that's just what you want, to get him started, as it were. Talk economy for, as a golfer would say, it's the best shot in your bag.

THE HILL-CLIMB A STIMULANT

THE hill climb is returning to favor, and that's as it should be. In the first place, it's the easiest type of competition for clubs or other promoters to stage, practically the only requirement being the very obvious ones of a fairly sizable grade and a reasonably negotiable road ascending it. The troublesome and usually expensive trimmings of a track meet are unnecessary. In the second place, a well-conducted hill climb is good sport for both participants and spectators. Furthermore, it's a fairer test than a race, for the motorcycle, and of the skill and ingenuity of the rider. Finally, it advertises the sport at least not unfavorably. So taking everything into consideration, the hill climb is good thing, and here's hoping that there will be a record-breaking number of them during 1917.

Next in order in their claim to popularity come, in our opinion, economy and reliability trials, as distinguished from the endurance run. The latter will always have its followers, for it puts to the hardest sort of a test practically all the qualities of vigorous and heroic manhood. But we are not all heroes, and not only is there a limit to human endurance, but as well to mechanical excellence. Economy and reliability trials test a machine fairly and open opportunities for competition to every type of rider. Only a comparatively small number of motorcycle owners have the hardihood, the nerve and the experience to meet the strenuous requirements of racing and endurance runs. Now, nothing is more conducive to increasing the popularity of the sport than are competitions, interesting larger numbers of participants. This being true, the trade should encourage those milder tests which are open to every rider, and which give each one of them a chance to exercise his mechanical skill and ingenuity rather than his physical endurance. Dealers in each town should band together to promote competitions of this character, and conduct them monthly, even oftener, throughout the season. The chances are that the honors will be fairly well distributed among the various makes of machines, promotion expenses will be nominal, and a more general and more sustained interest in the sport will result in larger sales. Let the dealers contribute to one prize for each test, and a cup or two for the best season's average. Simple enough, and certainly worth while.

REMARKABLE PROOF OF POPULARITY

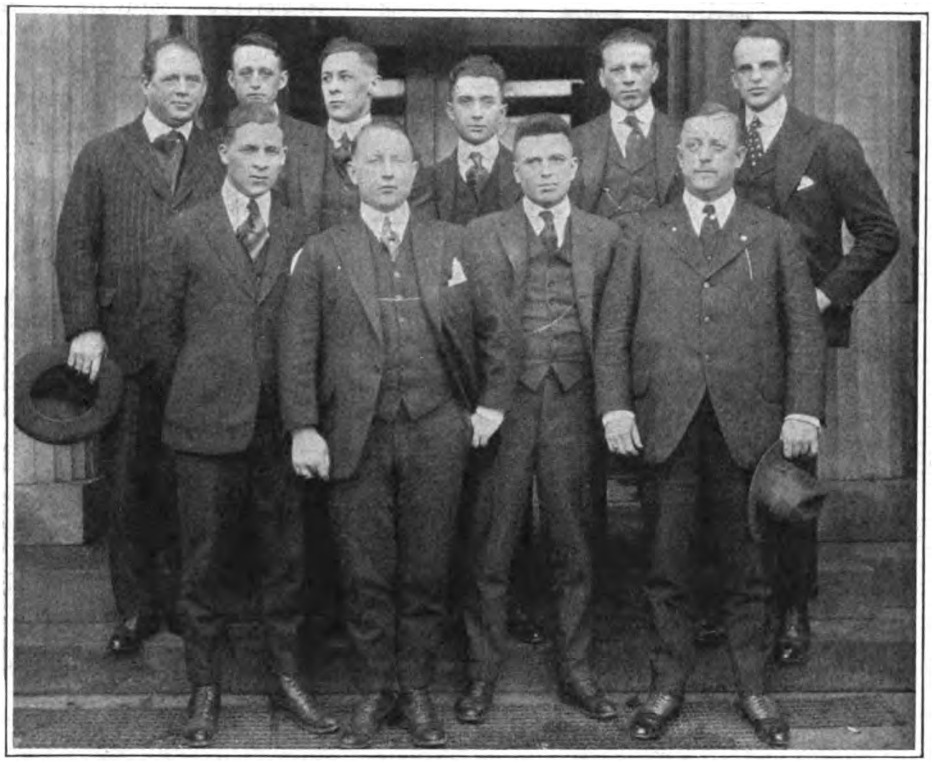
THE English motorcycle journals, which for more than a year after the start of the war had a most anaemic look, are again gradually taking on ante-bellum flesh, having successfully undergone a terrific test and incidentally proven the stability of the sport. In the early months of the war it seemed to us that a year of such pressure must cause them ultimately to succumb, for with so many plants devoted to the equipment of her armies, so great a portion of Britain's young men at the front, and a hundred and one other circumstances contributing to retard the progress of motorcycling, the conviction grew on us that the cycle journals would soon be compelled to suspend publication.

We congratulate their editors, and the British manufacturers as well, upon their victory in so heroic a battle against such terriffic odds. We believe they will agree with us that they could not have won were it not for the fact that the motorcycle had already solidly and permanently established itself in public favor. The English have had a much wider experience than we with motorcycles, and they feel that after the war the demand for them will be greater than ever before. Progress even in the face of the greatest conflict in history proves that they are right.

AVERAGE HORSEPOWER HERE AND ABROAD

HORSEPOWER is evidently not in such great deman in Europe as it is here in the United States. In Denmark, for example, the 7,700 registered motorcycles average only three horsepower. No similar compilation has been made in this country, but we believe it quite safe to estimate that the American average is certainly over five, and probably nearer six.

GOODYEAR SPECIAL SERVICE SQUAD



Here Are Ten Men Employed by the Goodyear Tire & Rubber Co., Who Travel Among Both Bicycle and Motorcycle Dealers, Study Conditions, and Spread the Doctrine of Better Business Methods.

RISDEN IN EAST

Los Angeles Man Covering Atlantic Section With A. B. C. Generator

NEW YORK, Jan. 12.—C. Will Risden, of Los Angeles, Cal., is now in this city in the interests of the A. B. C. Generator, the product of the A. B. C. Generator Company, of the same city. Risden is visiting the local trade and will leave for New England in a few days. His trip will cover the entire East, Middle West and Rocky Mountain section before returning to the Pacific Coast.

The A. B. C. generator is made in either the direct lighting or battery charging types, and is readily adapted to any standard make of motorcycle. Drive is by round belt. A centrifugal governor is used on both models, while an over- and under-load switch is also fitted to the battery charging model.

SLOSSON JOINS CLEVELAND

Former Firestone Traveler Will Now Preach Lightweight Doctrine

CLEVELAND, Ohio, Jan. 10.—From General Sales Manager C. A. Gilbert of the Cleveland Motorcycle Mfg. Company, comes the announcement that Stewart Slosson, formerly of the Firestone Tire & Rubber Company, has joined the sales force of the Cleveland company and will hereafter be engaged in promoting the sales of their lightweight.

Mr. Slosson is well known to the cycle trade, especially on the Pacific Coast, from his long connection with the Firestone company as special factory representative, and from his coast to coast experience as a rider and his general acquaintance with motorcycle dealers in all sections of the country.

After noting the sudden jump into popular favor the Cleveland made in Los Angeles, and since then following the trend of the motorcycle trade and registrations from the whole United States, Mr. Slosson became so thoroughly "sold" on the possibilities of the lightweight that the New York Show culminated, for him, in a transfer from Akron to Cleveland. He will assist Sales Manager Gilbert in general sales work and in developing a Dealers' Aid Department.

Stewart Slosson

GATHER COMMERCIAL DATA

Indian Dealers Will Report to Factory on Machines Used for Business

SPRINGFIELD, Mass., Jan. 10.—The latest batch of sales-building "loose sheets" distributed to Indian dealers throughout the country for their binders deals with recent Indian achievements on the road, and in competition puts across a commercial business pointer, notes that Uncle Sam has just added 14 Indians to the equipment of border aviation stations, and tops off by submitting a model letter used by George Maslen, the Wigwamist in Philadelphia, relative to the arrival recently of the first shipment of 1917 models.

Accompany the sales-pointers is a blank sheet on which Indian dealers are requested to supply data concerning the Indian motorcycles used for commercial and general utility purposes.

WILHELMY IS TREASURER

Veteran Standard Welding Man Is Executive of Standard Parts Company

CLEVELAND, O.—Fred Wilhelmy, formerly credit manager of the Standard Welding Company, is now treasurer of the Standard Parts Company, which was organized a short time ago, merging the business of the Perfection Spring and Standard Welding companies.

Mr. Wilhelmy has been with the Standard Welding Company for years and brings to his new position a wealth of business experience of the highest order. His many friends in the cycle and motor trades are congratulating him in his new office.

PARAMOUNT GETS DUNLAP PLANT

COLUMBUS, O., Jan. 10.—The plant of the Dunlap Manufacturing Co., located on Parsons avenue, Columbus Ohio, formerly makers of automobile parts and lathes, has been taken over by the Paramount Motor Co., incorporated by Columbus capitalisas for the purpose of manufacturing motorcycles and bicycles.

EXPORTING WEED BACKREST

NEW YORK, Jan. 15.—Announcement is made by the Reeps Mfg. Co., 50 Church street, that the H. F. L. Funke Co., Inc., has contracted to act as exclusive export agent for the Reeps folding backrest. The Funke company has already closed for several substantial orders with foreign representatives for the Weed product.

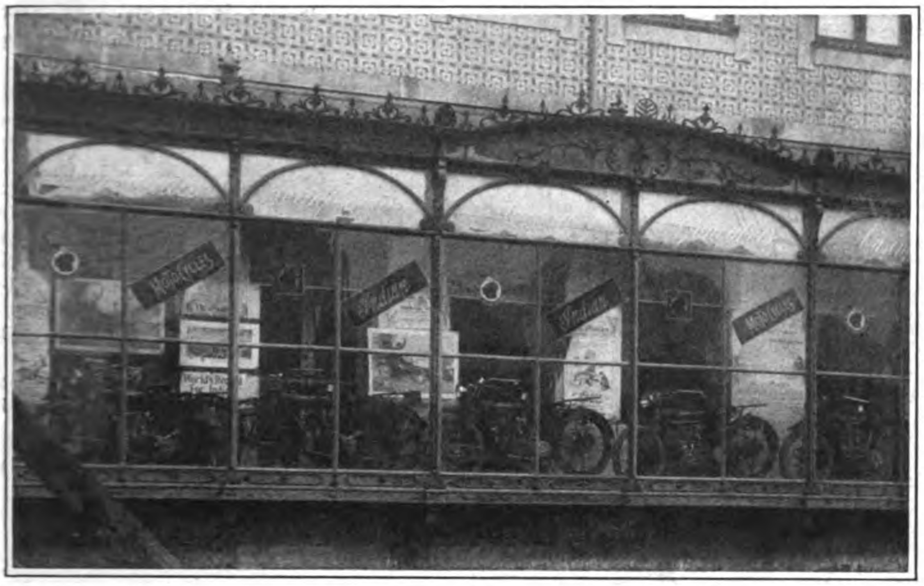
KORBEL IN ADVERTISING AGENCY

NEW YORK, Jan. 15.—E. F. Korbel, well known to both the automobile and motorcycle industries through his activities for years past as press agent for the New York motor shows, has been elected vice-president of the Roland Advertising Agency, 1790 Broadway.

SERVICE MEN USE AUTO-PEDS

DETROIT, Mich., Jan. 15.—Several auto-peds are in use by the Bemb-Robinson Co., Hudson motor car distributors, for the purpose of rushing out service men to assist drivers who have wayside motor trouble.

NOVEL WINDOW ARRANGEMENT OF PORTUGUESE DEALER



Second Story Display of Indian Motorcycles by J. J. Goncalves in Oporto, Portugal; The Idea of Having Show Windows on Both First and Second Floors Is Growing in Favor Abroad

SEIBERLING'S NEW BANK

Goodyear President Incorporates Akron Institution for $125,000.

AKRON, Ohio, Jan. 14.—F. A. Seiberling, president of the Goodyear Tire & Rubber Co., has taken out incorporation papers for the Ohio Savings & Trust Co., with an authorized capitalization of $125,000.

Organization plans had not been completed, he said, and he was not ready to make public the plans for the bank. It is understood the bank will probably be located in East Akron.

BRITAIN STOPS REPAIRS

Assembly and Refitting of Motor Vehicles Hampered by New Order.

LONDON, England, Dec. 28.—Once again the War Department has acted to hamper the motorcycle business ;the latest handicap is the issuance of an order against the assembling and repair of existing motorcycles save in special instances.

Unless the owner is a doctor, or is in some way connected with the military in such a manner that the machine is used for military purposes, a permit for the assembling or repair of the machine cannot be obtained without a great deal of trouble and red tape.

As a matter of course the issuance of this order absolutely forestalls the assembling of foreign motorcycles, the parts for which are on hand.

"GAS" AGAIN GOES UP

Standard and Texas Tack on Cent a Gallon to Price in Newark.

NEWARK, N. J., Jan. 15.—A one-cent rise in the price of gasoline was announced Saturday by both the Standard Oil and Texas companies. This makes the local tank wagon price 21 cents a gallon.

The price of "gas," from the consumer's angle, has held a fairly stable figure ever since last Spring, when, after a series of one-cent jumps it hit the "high tide" mark of 22 cents a gallon, tank wagon price.

In analyzing the present market and production conditions, the president of one large oil company predicts another rise similar to that of the Spring of 1916. His reasons for the forecast are increased domestic consumption, failure of production to keep pace with demand and the increased cost of crude oil.

BAKER'S POINT OF VIEW

Says Motorcycle and Bicycle Dealers Should Carry Sporting Goods.

NEW YORK, Jan. 16.—Fred A. Baker, president of Baker, Murray & Imbrie, Inc., New York Indian distributors, has issued a little booklet calling the attention of motorcycle, bicycle and hardware dealers to the opportunities ahead for them provided they stock up with sporting goods.

In his little treatise, Baker sets forth the fact that the average American is fond of his play and that millions of dollars yearly are spent for sporting goods and makes it plain that folks who indulge in sporting pastimes are rarely affected by hard times which hit other folks.

COSMOPOLITAN CLUB

Goodyear Co. Forms Body to Make Americans of Aliens.

AKRON, Ohio, Jan. 12.—By way of merging its force of workmen representing many different nations into a composite whole and instilling the idea, "America First" in their minds, the Goodyear Tire & Rubber Co. has organized the Goodyear Cosmopolitan Club.

The charter members of this veritable "congress of all nations" are men of prominence and influence among the men of their respective nationalities, and are expected to be instrumental in promoting fraternal helpfulness among them. Among these men—some of whom are Americans still in the making—the utmost enthusiasm for American institutions and ideals prevails.

GOVERNMENT TAKES HALF DOZEN

LOS ANGELES, Cal., Jan. 8.—The quartermaster's department, Camp John H. Beacon, Calexico, Cal., has just brought from the California distributor, for service in the Federal army, one model 17-F Harley-Davidson motorcycle.

In the same week Bruschi & Pierce, of San Diego, sold and delivered to the United States Government five electrically equipped Harley-Davidsons with five pleasure sidecars.

EMPHASIZING VALUE OF THE SHOW WINDOWS

SPORTING GOODS
ATHLETIC OUTFITTER
Sol Lazarus
KODAKS
GRAFONOLAS. RECORD
SPORTING GOODS
BICYCLES ELECTRICAL NOVELTIES
GRAFONOLAS-RECORDS
VICTROLAS

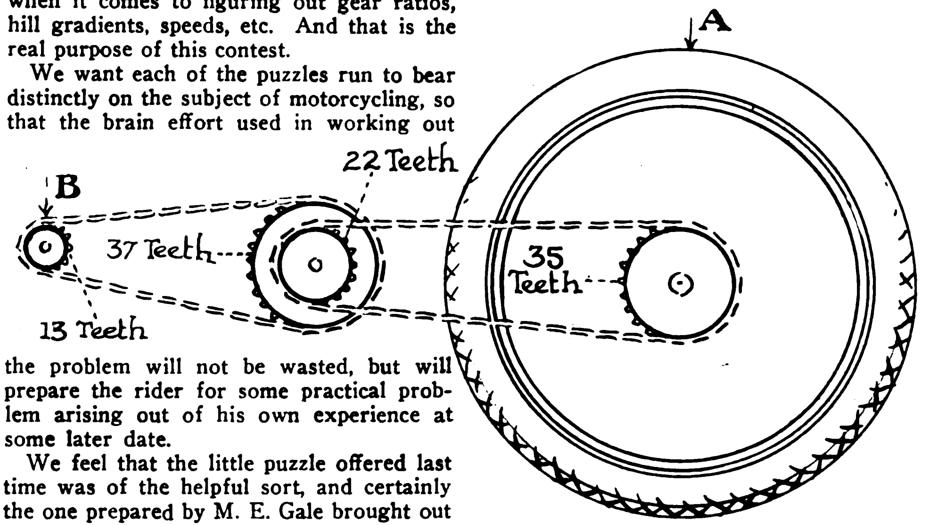
Sol Lazarus, New York Dealer in Bicycles and Sporting Goods, Scored a Hit Recently With These Highly Attractive Layouts; "What I've Done the Other Fellows Can Do," Says Sol

Here's How Goudy Outstripped Artley

Figures Show How Rear Wheel Sizes Affect Speed—Many Contestants Came Through with Correct Figures—Here's Another Puzzle for the "Math" Men

A FELLOW does not necessarily have to be good at figures to be a good motorcycle rider; but at the same time a little knowledge of figures comes in handy when it comes to figuring out gear ratios, hill gradients, speeds, etc. And that is the real purpose of this contest.

We want each of the puzzles run to bear distinctly on the subject of motorcycling, so that the brain effort used in working out the problem will not be wasted, but will prepare the rider for some practical problem arising out of his own experience at some later date.



We feel that the little puzzle offered last time was of the helpful sort, and certainly the one prepared by M. E. Gale brought out a point or two that is well worth remembering.

How to Figure It

Now let's tackle the last puzzle. Artley's rear wheel is 28 inches in diameter. The circumference will be therefore 28 × 3.1416 inches, the 3.1416 representing "pi" or the relation existing between the diameter and the circumference of any circle. The circumference of Artley's wheel, therefore, is 87.9648 inches. By the same method we find that the circumference of Goudy's wheel is 91.1104 inches.

We now have to reduce the length of the track, which is one mile, to inches. A mile equals 5,280 feet and a foot equals 12 inches. The track measures 12 × 5,280 inches, which figures out at 63,360 inches.

Both machines are geared 3 to 1, so that with the motors going at 3,000 r.p.m., the rear wheels must rotate at 1,000 r.p.m. In one hour, then, Artley's rear wheel will travel 87.9648 × 1,000 × 60 inches, since there are 60 minutes in an hour. This figures out at 5,277,888 inches that Artley will travel in an hour.

By the same sort of reasoning, we find that Goudy will travel 5,466,624 inches in the same interval. We found out before that there were 63,360 inches in a mile, so that Artley must have traveled $\frac{5{,}277{,}888}{63{,}360}$ miles in the course of the hour, which figures out at exactly 83.3 miles, provided you carried your decimals out to four places.

Goudy, therefore, must have traveled $\frac{5{,}466{,}624}{63{,}360}$ miles, giving him a speed of 86.27 miles an hour to two decimal places. Taking Artley's mileage of 83.3 from Goudy's, 86.27 we get for the third answer that Goudy traveled furthest by 2.97 miles.

Now for the final answer. At 3,000 r.p.m. Goudy travels faster than Artley in the proportion of $\frac{29}{28}$. Therefore, Artley's motor must be speeded up over that of Goudy's in this proportion to make the riders travel at an equal pace. That is to say that Artley's motor must turn over $\frac{29}{28} \times 3{,}000$ r.p.m. in order for his speed to equal that of Goudy. This figures out at 3,107.14 r.p.m.

The Answers

To summarize, the answers then are:

1. Artley's speed is 83.3 miles an hour.
2. Goudy's speed is 86.27 miles an hour.
3. Goudy will travel further by 2.97 miles.
4. Artley's motor must turn over 3,107.14 r.p.m. for his speed to equal Goudy's.

Some of the boys did not tackle the problem in quite this way, so that they soon were involved in decimals, which, if not carried out to five or six places, threw their figures a bit off; others submitted answers in fractions, not decimals, while still others figured distances out in miles, yards and feet. All of which made work for the Contest Editor. However, we have been lenient and credited you with correct answers if yours were within one decimal place of the official figures.

Now for the new problem, which was submitted by D. B. Pangburn, of New Haven, Conn. It is a double-headed puzzle with one point to be earned for each correct answer.

The total possible score up to this week is 6 points, 2 for the Baker-Perry puzzle and 4 for the Artley-Goudy affair. The total possible score, including this week's puzzle, is 8 points.

(Continued on next page)

FULL SCORES IN CONTEST BROUGHT UP-TO-DATE

"A. D."	4
Anderson, Emil W	1
Anderson, John	1
Archibald, Glenn	1
Armstrong, F. W	2
Baker, Colon	4
Bauchelle, Jr., Wm. M	5
Blockington, Donald D	6
Bryan, Henry J.	6
Campbell, T. E.	6
Card, Wm. A., Jr	3
Cattell, McKeen	2
Charlton, Robert L.	6
Counsell, M. N	2
Coffield, R. E	3
Clare, W. H	0
Coddington, L. H	5
Cooper, Joseph	4
Darnell, R. C.	4
Dean, Allyn W	5
Eckhout, Bernard V.	2
Enson, Mrs. P. H	6
Eyster, Geo. H	6
Ernst, F. W.	6
Frechette, Frederick L	6
Gale, M. E	4
Grone, Edward	1
Gieselman, E. R	1
Grinna, Alex	6
Gordon, Harold W	1
Hayden, Junior	2
Hallgren, Fred	2
Harriman, A. W.	5
Harrison, Frank V.	1
Hedler, Frank P.	4
Hetfield, Wesley R.	4
Holton, E. B.	6
Hoyer, Paul	6
Holmes, O. L.	2
Johnson, G. M.	2
Lavallee, C. T	4
Latterman, "Tommee"	6
Lemoge, S.	2
"Light Weight"	3
Lindich, J. P	2
"Lone Subscriber"	1
Longley, Ralph E.	3
Liggett, T. J.	3
McLean, W. L	2
McInnis, John	6
Mader, H. J.	6
Meserve, Leon E.	3
Marschenke, E. E.	1
Mead, Howard	1
Mudd, W. E.	4
"One of the Boys"	2
Pugsley, J. E.	6
Pike, J. R.	0
Paine, Bunny	6
Raedel, Mrs. J. H	4
Rathbun, Bruce J.	6
Reed, Howard	2
Richardson, Ray	2
Ryan, Daniel	2
Ridolf, J. F.	0
"Rosie"	4
Salo, O. J.	2
Schaeffer, Carl	4
"Slippery Slim"	2
Spillane, Ed. O.	1
Story, William	0
Stocking, Ray	2
Stump, Geo. A.	3
Thompson, M. B.	0
Tracy, Willis E.	0
Trumbauer, C. A.	5
Towle, H. E.	4
Voth, P. H.	2
Wansleben, T. O.	0
Watson, Ralph E.	3
Weber, Louis J.	6
Wehmann, F.	2
Wesner, Harry G.	6
Whitton, E. F.	5
Wimer, L. F.	0
Wood, J. Harry	2
Wittich, Fred W.	4
Wohlers, Elmer	4
Wyatt, H. D.	2
Yorke, Wm.	4

"ALCO GAS" A FAILURE

Akron Garage Makes Test of Florida Man's Fuel—It's Alcohol.

AKRON, Ohio, Jan. 14.—Charles Abbey, who blew into the Rubber City from Florida with a bottle or two of "Alco Gas," which he claimed was about to put the Standard Oil Co. out of business insofar as the sale of gasoline is concerned, will no doubt blow out again in search of new pastures in a day or two.

Abbey convinced the Akron Auto Garage Co. that his "gas" substitute was the real thing and that it could be made for less than six cents a gallon. The garage folk tried it out and it did operate an automobile in passable fashion. Then they had samples analyzed by the city chemist and a professor in the Akron University. Denatured alcohol and petroleum ether was the verdict of the experts, together with the information that the stuff could not be made for six times six cents a gallon.

DAYTONAGRAMS FOR JANUARY

DAYTON, Ohio, Jan. 14.—The January number of *Daytonagrams*, the house organ of the Davis Sewing Machine Co., is just off the press. The feature story in the current issue tells of the nation-wide national advertising campaign which the Dayton factory has just launched and points out the methods by which the dealer should co-operate with the factory in reaping the fullest results from the campaign. Its four pages are crammed full of interesting reading and snappy pictures for Dayton dealers.

LONN STARTS ON SOUTHERN TRIP

LAPORTE, Ind., Jan. 12.—A. C. Lonn, traveling representative for the Great Western Mfg. Co., maker of America, Crown and Adlake bicycles, has left for a trip South. Lonn expects to spend about six weeks covering Florida and Cuba.

ELECTED TO OFFICES IN M. AND A. M.

NEW YORK, Jan. 11. At the annual meeting of the Motor and Accessory Manufacturers, E. H. Broadwell, vice-president of the Fisk Rubber Co., Chicopee Falls, Mass., was elected third vice-president of the organization. L. M. Wainwright, of the Diamond Chain & Mfg. Co., Indianapolis, Ind., was elected secretary and assistant treasurer.

AN INDICATION OF GOOD TRADE

DENVER, Colo., Jan. 12.—The United States Tire Company's store in this city has increased its business by 90 per cent during the past year. Jack Payment, manager, says the business will double this year.

The B. F. Goodrich Rubber Company has done more business in this territory than ever before and expects to double its output in 1917.

DAENITZ RETURNS TO COAST

DENVER, Colo., Jan. 12.—O. P. T. Daenitz, a Harley-Davidson traveler, left Denver this week for Portland, Ore., his headquarters, after a two weeks' stay here. Mr. Daenitz's parents reside in Denver and he spent the holidays with them.

FROM ROSE GARDENS TO SNOW SUMMITS

(Continued from page 9)

The snow looked too enticing to just wallow through on the motors, so everybody began to think of stunts. George Martin and some of the other fellows wanted to coast downhill. There were no sleds, but the grade was steep, and an overcoat makes a fine toboggan on a steep grade. "Blick" Wolters even went down backwards. Some mountain, too. "Blick" wanted to keep his eye on the top, so he would know how far he had to walk back. The motors were left standing right in the snow. No need of stands, as they remained upright without assistance.

After snow fights, snow rolls and every other snow stunt imaginable, everyone turned around and started for home. Those switchback grades were skiddy, but no so bad, after all. The party traveled to within two miles of Pine Crest, which is only nine miles out from Little Bear lake. Before January is over the crowd will make a try for Little Bear. No one has ever made it in the dead of winter.

The roll homeward was once move over boulevards lined with groves of golden oranges, rose gardens and palms. Such things get tame after a while and a fellow likes to go out and rough it in the snow. And say: a fellow without a motorcycle is certainly out of luck. If you don't believe it look at the photographs accompanying this article. Wouldn't you like to be in that bunch?

FIRESTONE AGAIN HEADS RUBBER CLUB

Is Re-elected at Annual Meeting in New York; Impressive Lineup of Speakers; Some of the Tire Boosters in Attendance

NEW YORK, Jan. 15.—H. S. Firestone, of the Firestone Tire & Rubber Co., was re-elected president of the Rubber Club of America at the annual meeting held January 9 in the Waldorf-Astoria, New York City. In addition to the naturally strong turnout of men high in the rubber industry, there was an impressive array of visitors, former President William Howard Taft being among the speakers. During the session the name of the body was changed to the Rubber Association of America.

Goodrich men present were B. G. Work, H. E. Raymond, W. A. Rutherford, and Messrs. Uhl, Miller, Bacon, Tibbitts, Morehead, Means, Oliver Jones, Corey and Whitenock.

The Firestone delegation included H. S. Firestone, R. J. Firestone, J. W. Thomas, A. G. Partridge, F. C. Blanchard, H. J. Adams, J. G. Robertson, S. G. Carkhuff, H. W. Kugler, H. W. Smith and Messrs. Sorrick, McConnell, Fairbanks, Carlton, Brandes, Speaks, Hawes, Babcox, Gerhold, Meyers, Cast and Dr. Sisler.

The Goodyear delegation included F. A. Seiberling, I. R. Bailey, P. W. Litchfield and Messrs. King, Shilts, O'Dell and Carlisle.

HOW GOUDY OUTSTRIPPED ARTLEY

(Continued from page 24)

Look at the diagram. We have a motorcycle with a 13-tooth sprocket on the engine shaft, a 37-tooth sprocket on the counter shaft taking the drive from the motor, a 22-tooth sprocket delivering the drive from the countershaft to the rear wheel and a 35-tooth rear wheel sprocket.

At the very top of the rear wheel there is a point marked A and at the highest point on the engine sprocket is another point marked B. Suppose now the machine is started. How many revolutions will the rear wheel make before the points A and B are again on top of their respective wheels at the same instant? That's question 1.

Second Question

Let us suppose now that the motorcycle is traveling at the rate of 60 miles an hour. A piece of dirt clings to the rear tire until it reaches the point A and then flies off. How fast is the piece of dirt traveling in feet per second at the instant it leaves the tire? That's the second question.

We want to urge contestants to send in their answers early. No credit will be given for answers received later than Tuesday morning, a fortnight hence. And we also want to request contestants to answer all the questions in all the puzzles. Where a contestant sends in one answer and then does not come through for the next two weeks, he will forfeit his score. We do not mind how many active contestants' names we carry in the score list each week, but space is too limited to carry over the names of those who start and then drop out. Now then, go to it.

Just as the Contest Editor was sending this paper to press, in came a wire from T. E. Campbell, of Mammoth Spring, Ark., giving the correct answers to the puzzle. Those four points cost you about four bits apiece, T. E.

DEALER NEWS FROM PATERSON

PATERSON, N. J.—John Steele, Indian dealer, is momentarily expecting his first carload shipment of machines consisting of 40 Powerpluses, 40 Light Twins and 25 sidecars. Steele has moved into new quarters providing more room and better display space.

Joseph B. Werner, the Harley-Davidson dealer, has sold a three-speed twin with special sidevan body to James Van Winkle, a plumber, who is using the machine to haul pipes, tools and other plumbing paraphernalia.

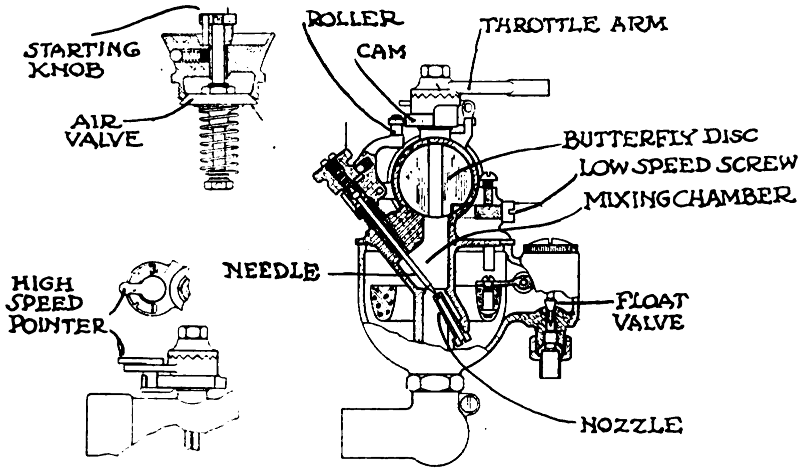
BOBS BOB UP IN LA GRANDE

LA GRANDE, Ore.—Motor bobs are becoming as thick as flies in this neighborhood. Eastern Oregon has had more than an average snowfall and the motorcycle boys have been quick to dismantle their machines and convert them into "snowsters." Perhaps the most novel of the lot is Chase Bohenkamp's, who has built it along automobile lines.

Carbureter Features Made Plain

Schebler Carbureter Is of the Lift-Needle Type and Has Adjustments to Suit All Conditions; Automatic in Operation.

By D. R. HOBART



Sectional View and Details of Schebler Carbureter

IF the word "carbureter" is mentioned to practically any group of riders in this country, it will be a safe bet that all but a very small percentage will immediately think of the Schebler. The Model H of this carbureter has been in use on American motorcycles for season after season and at the present time is used on practically all four-stroke motors.

The Scheber is the pioneer of a class of carbureters in which the opening of the nozzle or jet is regulated by a lift-needle. The movement of this lift-needle is controlled by a cam fitted to the throttle shaft. An auxiliary air valve is operated by the suction of the motor against the action of a spring. The arrangement is such that the suction and the degree of opening of the jet by the needle valve together give a constant proportion of air and gasoline vapor at all throttle positions under normal conditions.

Two Main Adjustments

When the conditions are normal—that is, unchanged during any period in which the carbureter is operating on the machine—no changes in any adjustment are needed. However, when a different grade of gasoline is used, when the air is more moist or rarified, or when the road is exceptionally hilly, a change of adjustment can quickly be made by turning the knurled head governing the needle valve or by regulating the spring tension on the auxiliary air valve. The former adjustment is usually about all that is necessary.

Now look at the drawing of the Schebler on this page. In the upper left-hand corner is a section of the auxiliary air valve in its casting. This assembly screws into the upper part of the carbureter body in line with the opening to the inlet pipe. This will be toward the reader. It is not shown in the main view.

There is a starting knob on the outside of the casting, and this knob has a pin and long stem. On the end of the stem is a nut which holds the tension spring for the air valve in place. The short pin normally fits in a slot in an adjusting screw, seen just inside the swelled part of the air casting. When in this position, a turn of the knob regulates the tension on the spring and thus controls the amount of opening of the air valve. Adjustment by means of this knob is made only for high speed, and for starting on the later models of this carbureter.

In the main drawing, the throttle shank has an arm for connecting to the control, a series of teeth on the arm fitting into similar teeth on the cam section. This latter section carries a horizontal cam surface and a little dial with a tiny lever, known as the high speed pointer. The needle valve carrier has an arm with a roller which is kept in contact with the cam by a spring between the carrier and the body of the carbureter. The needle valve itself is held in place in the hollow-knurled head by a spring, the knurled head being threaded to fit the carrier. The needle can move in a bushing in the carbureter body and passes through the mixing chamber and into the mouth of the jet.

Low Speed Screw

The knurled head regulating the needle valve is the chief means of adjustment of the carbureter. For low speed, there is a screw known as the low-speed screw at one side. This screw varies an opening cut in the corner of the butterfly disc forming the throttle proper. There is a set-screw above the low-speed screw to lock it in any position desired.

The little lever on the dial attached to the cam section is for adjusting at high speeds. The dial is figured for convenience in adjusting. The mixing chamber is of original form and is just above the nozzle. The primary air for vaporizing the raw gasoline comes through a fixed air passage communicating with an air bend at the lowest point of the carbureter. A cork float in a concentric float chamber is used, the float being carried on a lever whose other end is provided with a coned float valve to shut off or admit gasoline from the fuel pipe as required. The cork float is shellacked to make it proof against "waterlogging."

For Starting

For starting with the latest models of Scheblers, a rich mixture can be had by pulling out the starting knob until its pin is clear of the hole in the adjusting screw, and then turning the knob until the pin will not again enter the hole. About a quarter turn will effect this. The turn prevents the admission of auxiliary air to the mixture, thus "riching it up" and making starting easier. As the motor is warmed up, the knob is again revolved until the pin again enters the hole, when the air valve will work by the suction of the motor.

On some machines, the Schebler has three holes of varying depth in the adjusting screw head, these being for starting, slow running, etc., as they vary the movement of the air valve to get more or less of a rich mixture. Such arrangements will be generally found on 1917 models of motorcycle.

The Air Shutter

When extreme speed is desired, there is an air shutter at the side of the upper body of the carbureter, this shutter being paddle-shaped and operated by an arm with a slightly twisted handle. This shutter is only opened when the extreme speed is desired, it normally being closed.

For ordinary running the air valve should seat lightly. When the throttle is in the "closed" position, the needle valve will be well down in the nozzle, and will rise as the throttle is opened. The amount of rise for different positions of the throttle is regulated by the cam surface on which the roller presses. Right here we have something for the rider to bear in mind.

Importance of the Cam

The cam surface or cam is formed to suit the make and model of motor to which the carbureter is fitted at the factory. This means that if a new cam is desired, the cam for another make of machine—even if of the same horsespower—will probably not give good results. The writer knows of one case in which a motorcyclist obtained a cam for his carbureter and on fitting it found that he could not get more than 35 miles per hour out of a 7 h. p. twin ridden solo on level roads. The cam was for a much smaller motor, in fact, and was purchased from a supply house.

The maker of the Schebler carbureters, in fact, has numerous cams to suit even individual cases, and a number of different powers of auxiliary air valve springs. Hence the need of getting the proper cams, etc., for the machine to which the carbureter is fitted.

Setting the Schebler

The Model H Schebler can be adjusted quickly, if the procedure given below is followed. As stated before, once adjusted properly, it needs no readjusting under normal conditions. To adjust for low speed, see that the auxiliary air valve seats lightly; then turn the knurled head all the way in to the right gently, until it seats in the nozzle. The gasoline is now shut off from the mixing chamber. Next, open the needle valve by turning the knurled head to the left three turns, and slack the low-speed adjusting screw about three turns, and open the throttle half way. Start the motor, and when running for a bit, close the throttle.

High Speed Regulation

Now, turn the knurled head to the right until the motor backfires or misses. As soon as it does so, turn the knurled head to the left, notch by notch, until the motor runs smoothly. Regulate the speed of the motor by turning in the low-speed screw.

The carbureter is now ready to set for high speed. Open throttle and advance spark. Move the high-speed pointer (see lower left-hand drawing) from 1 to 3 to increase the gasoline, or from 3 toward 1 to decrease the gasoline. When the pointer is at the right position, the motor will run without missing or back-firing.

If the mixture is too lean with the pointer at figure 3, turn the starting knob with the pin in to the left until running is regular. For extreme speeds, open the air shutter at the side.

When starting from cold, it may happen that the motor backfires. This is due to all parts being cold. Do not readjust the carbureter, as when the motor warms up, it will operate properly.

When Flooding Occurs

When the carbureter floods, look for foreign matter under the float valve. Unscrew the slotted cover directly over the float valve and raise the valve from its seat, thus flushing the carbureter. The top of the cork float under regular operating conditions should be 19-32 of an inch from the top of the bowl with the float valve seated.

Any carbureter can be flooded by excessive priming or "tickling." The flusher or priming pin on the Schebler should be pressed down and held once or twice to get enough gasoline to start, and rapid jiggling of the float should never be done. Violent jiggling may bend the float lever and cause the float valve to close before enough fuel is in the bowl, thus affecting the running of the motor.

The cardinal principle with regard to this carbureter is: Let it alone if the motor runs all right. Make any adjustments with the knurled head on the needle valve first before altering the tension of the auxiliary air valve spring. Finally, see that all joints between the carbureter and the inlet valves are tight before altering any carbureter setting.

Three Recent Cycle Patents

A NEW TANDEM ATTACHMENT

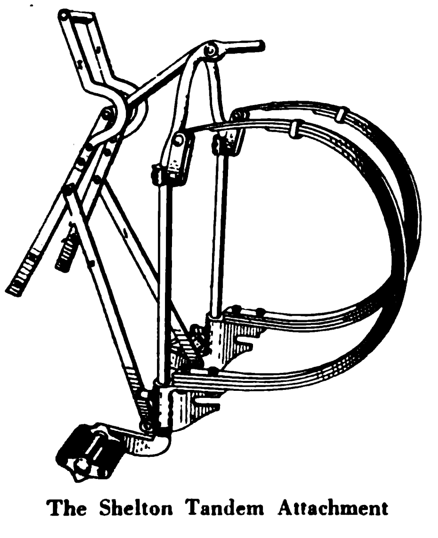
Clark Shelton, of Huntington Beach, California, has devised a tandem attachment wherein the weight of the rider is supported on leaf springs. It is of relatively simple construction and requires practically no adjustments. The saddle post members and foot-supporting members are supported by the same springs, so that they move simultaneously. The patent is 1,209,050.

NEW READING SADDLE

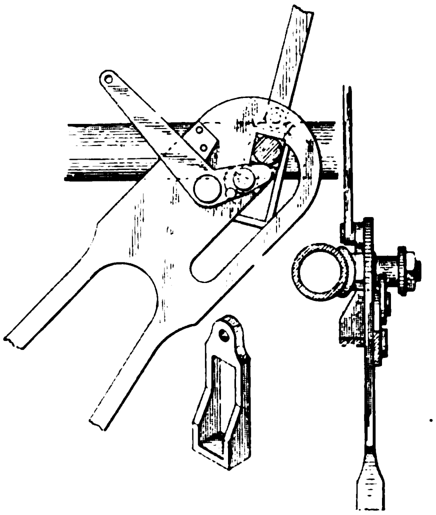
A new cycle saddle invented by Miller M. Deen, is the subject of patent 1,209,564, which has been acquired by the Reading Saddle and Manufacturing Company, Reading, Pa. It has improved means for supporting the coil compression springs. A plate is carried by the uppermost coil of the tension spring and it serves as a seat for the lowermost coil of the compression spring.

A NEW MOTOR CYCLE SUPPORT

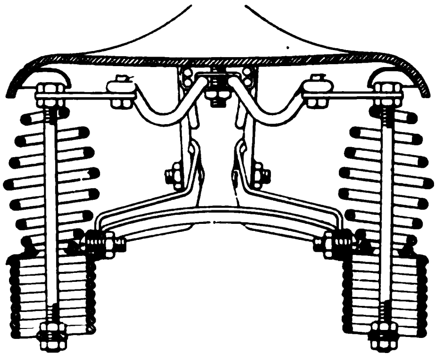
A new motorcycle support, invented by Harvey E. Sifferman, Dayton, Ohio, operates automatically. It does away with lifting of the machine as is necessary with the old stand when stopping. It is operated by the motorcyclist when he is seated on the machine. The stand, which is connected with the rear frame of the motorcycle, has slotted upper plates arranged to lock, to hold the stand in non-supporting position. From this position it may be disengaged and brought to supporting position by the motorcyclist when he pulls a lever for dismounting from the motorcycle.



The Shelton Tandem Attachment



Harvey Sifferman and His New Stand; above, Details of the Stand



The Improved Dean Saddle

NO TORONTO SHOW

Allied Trades Decide to Wait Until Termination of the War.

TORONTO, Ont.—The decision has been reached by the allied trades of Toronto to postpone any idea of holding a local show until after the termination of hostilities in Europe. This does not affect, however, the usual plans for the staging of the Canadian National Exhibition in Toronto next August when the whole of the Transportation Building will again be used for exhibits of interest to road-users.

A show proposition was recently entertained by Toronto distributors and retailers, but it was soon found that all available buildings were being used for military purposes.

MOTORCYCLIST HONORED

TORONTO, Ont.—Private Henry E. Scott, a member of the 2nd Canadian Divisional Cyclist Corps, and before the war a popular motorcycle constable of the Toronto Police Force, has been awarded the Distinguished Conduct Medal by the British Government for conspicuous bravery under heavy fire. Scott, according to the official advices received in Toronto, carried wounded men from "No Man's Land" for two days.

MacDONALD SUCCEEDS RAY

MILWAUKEE, Wis.—L. H. MacDonald succeeds Raymond F. Ray as the Harley-Davidson representative in Iowa and southern Minnesota. Mr. MacDonald is well known to the motorcycle trade, having previously been employed by the Harley- idson company as traveler in Wisc

Questions and Answers

REBORE THE CYLINDER

IN looking over my front cylinder, I find two long scores on its surface, on opposite sides. What are these caused by and what effect will they have on the motor.
Brooklyn, N. Y. J. H. Gallegher.

The scores are probably due to the piston pin getting loose. The cylinder will probably have to be rebored, otherwise there will be a decided falling off of compression. See that the piston fits after reboring; an oversize piston may be necessary.

RINGS MAY NOT FIT

HAVING fitted new pistons and rings to my motor after reboring, I find that it will not run as well as formerly. The valve and magneto timing are right and the carburetion is apparently correct.
Richard Thompson.
Minneapolis, Minn.

Probably the pistons are either too slack or too tight. In the first case, when the motor is warm there will be a visible lack of power; in the second, the motor will be hard to turn over when cold. It is possible that the fit of the rings may improve when they wear in.

ROYAL ENFIELD PARTS

PLEASE tell me where I can get parts for a Royal Enfield 2¾ horsepower twin motorcycle. Also, a belt for this machine and B. & B. carbureter parts.
Albany, N. Y. "Lightweight."

There is no agency for this make of machine in this country and we are at a loss as to who to tell you to apply. The exportation of British motorcycle parts is forbidden, so you will not be able to get what you wish from the maker in England. You will, therefore, probably have to have the parts made to order. For a belt suitable to your machine, get a Spartan if you want a leather belt, as this kind of belt is more desirable for winter riding than a rubber one. The H. F. L. Funke Company, Inc., of 116 Broad street, New York, represents the B. & B. carbureter in this country; apply there.

PUT IN A NEW JET

ON the second hand twin which I purchased I find I am unable to run slowly without missing, no matter what the setting of the air shutter on the carbureter. I have examined the timing and find that the setting corresponds to the factory marks.
Scranton, Pa. Henry Schneider.

The rider who owned the machine just before you probably gouged the mainjet in the carbureter to get more speed. He got it, all right, but at the expense of correct running at low throttle. Before you disassemble the carbureter, however, first examine the throttle barrel for air leaks, using oil or saliva, and then do the same thing at the ends of the inlet pipe to see if the nuts are set up tight. If you can detect no leak, get a new jet and put it in.

MADE IN ENGLAND

PLEASE give me the address of the makers of the Mills-Fulford sidecar, if they are still in existence and the name of the American representative.
Danielson, Conn. Henry B. Burnett.

The makers are Mills-Fulford, Limited, Coventry, England. They are at present making shells and other war munitions for the British government and will probably be unable to fill any orders. There is no American representative at present.

GRAPHITE IN OIL

HOW much graphite should be used with the oil in the crankcase of a motorcycle, and should flake graphite be used with a splash system of oiling?
Evansville, Minn. Axel O. Solberg.

Flake graphite works finely with splash lubrication; use two ounces in the crankcase, mixing it with the oil in the case. It is better not to try to feed graphite mixed with oil through the oil pipes this weather.

IMPERIAL NOT MADE

I WOULD like to have the address of the Imperial motorcycle, or if it no longer is made, where I can get repair parts.
Hampton, Neb. A. W. Clinton.

The Imperial is an "orphan" motorcycle. This means that it is not now made. For parts, we suggest communicating with the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill.

TESTING CAN POSITION

NOTING the article on determining the float level in the carbureter by means of the testing can a few issues ago, I am writing you to let me know how high the bottom of the can should be to get the proper test on an Indian.
Schoolfield, Va. L. C. Lane.

The height will be just six inches, this being the distance from the lowest effective fuel point in the Indian tank to the fuel pipe union on the Schebler carbureter. About the same height should be used for a Hedstrom carbureter.

OIL FOR LIGHTWEIGHT

WHAT grade of oil should be used to mix with the gasoline on an Excelsior lightweight and what amount of oil should be used. Max Mars.
Norwalk, O.

Use an oil equal to Mobiloil B for this machine. A satisfactory running mixture will be 12 parts fuel to one of oil by volume.

COLD VULCANIZING

I WOULD like to know if it is necessary to have a garage or tire agency fix up a rip by vulcanizing. I have heard of several kinds of substances which will mend a puncture or tear when applied without the use of special machinery and wish to know if these substances are as effective as the vulcanizing.
Santiago, Cuba. H. De La Torre.

The substances you refer to are sulphur compounds, and the process is that known as "cold vulcanizing." It will cause the patch to adhere to the inner tube nicely, but of course is not so desirable as the regular vulcanizing. Some authorities hold that cold vulcanizing shortens the life of the tire at the point where the compound is applied.

USE NEATSFOOT OIL

AFTER a season's use of my motorcycle, in practically all weathers, the saddle is very uncomfortable, while that on my chum's machine is in first-class riding shape. How can I get the seat soft and pliable? Charles Davis.
Detroit, Mich.

Remove the seat and rub it well with neatsfoot oil or some other good leather dressing.

We cannot guarantee, of course, that this treatment will make all hard seats soft, but it will go a long way toward doing so. If the seat is water-hardened through being out in the rain a lot, it might be advisable to get a new one or to fit a sheepskin cover over it, leaving the wool outward.

MADE BY SPLITDORF

MY motor is fitted with a Dixie magneto, and I would like to get a catalog of this magneto in the 1915 model. Please give me the address of the maker.
New Milford, Conn. A. C. Nardine.

The Dixie magneto is made by the Splitdorf Electrical Company, Newark, N. J. Write them, giving the serial number of the magneto. You will probably find a Splitdorf branch in New Haven, also.

DRESS THE POINTS

MY twin motor is subject to skipping, first on one cylinder and then on the other. I have tried to overcome this by adjusting the mixture and fixing the points on the spark plug, but these remedies have been of no avail. Other than this, the motor performs properly. A. G. Pugh.
New York.

Take off the contact breaker casing on your magneto and see if the platinum points are loose. Note also if the points are worn at an angle. In the first case, tighten the little nuts and locknuts on the stationary and movable arms; then use a small Swiss file to dress the points off perfectly level.

It may be that dirt or oil have collected on the points, in which case a wiping off with a gasoline rag will make them clean. Wait until the gasoline is dry before using the machine.

Bicycle Section

DEALERS DRAW UP CONSTITUTION

Temporary Committee Installs Miner as President of National Bicycle Dealers' Association—Rinck, Secretary-Treasurer

NEW YORK, Jan. 17.—The dealers' temporary committee of the National Bicycle Dealers' Association got together at the offices of the United Trade Directorate, 373 Broadway, today, adopted a tentative constitution and by-laws for the new retailers body and, being vested with plenary power, also chose two officers to act until the annual meeting of the body, tentatively set for next fall.

Officers Elected

The officers chosen are George L. Miner of Rochester, president, and Walter Rinck, manager of the Directorate, who will assume the duties of secretary-treasurer. President Miner was instructed by the committee to appoint seven members for the Board of Governors at his discretion; these seven will serve with Miner and Rinck as a board of nine. A vigorous membership campaign will be started immediately.

Some Provisions

Three officers—president, vice-president and secretary-treasurer—are provided for in the by-laws, as well as the board of governors mentioned above. There will also be two standing committees—finance and publicity—each to consist of three members. Standing committees may be appointed at any time, and the president is vested with the power of selecting the personnel of all committees. The board of governors will be elected like the officers at the annual meeting, which will be held between the first of November and the first of March of the succeeding year, the time and place to be determined by the governors, who assume the executive management of the national association.

The constitution and by-laws in their present form are, of course, only tentative and will have to be ratified at the first meeting of the association.

Committee Dispersed

When officers had been elected and the constitution drawn up, the work of the temporary committee, appointed at the New York show, had been completed, and the immediate plans for perfecting a national organization were left to be decided by Messrs. Miner and Rinck. The dealers present at the meeting held today in the Directorate headquarters, who comprised the temporary committee, were: P. B. Rutan, Elmira, N. Y.; Geo. W. Miner, Rochester, N. Y.; Frederick von Rheim, Jr., Upper Montclair, N. J.; J. McAllister, of McAllister Bros., Baltimore, Md.; W. Haelig, Bound Brook, N. J.

Members of the United Cycle Trade Directorate were on hand to act in an advisory capacity. They were Messrs. Quine, Huffman, Wise, Pope, Schwab, Fry, Baker, Henry and Wainwright.

SET SIX-DAY DATES

Chicago "Grind" Will Be Staged During the Week of Feb. 11-17.

NEWARK, N. J., Jan. 16.—With the field of cyclists that will start in the Chicago six-day race complete, the promoters have set the dates of the race from Feb. 11 to 17, and they have also arranged for a sprint meet on Saturday night, Feb. 10. The scene of the race will be the Stockyards Amphitheatre, where the first race was held.

Eaton Withdraws

Ray Eaton, who had previously signed to ride the race, has withdrawn, but as other riders were desirous of getting in there was little trouble in filling his place. It is now planned to start 12 teams in the race and to ride a continuous "grind" instead of one of 12 hours a day.

The teaming of the riders is another item that may cause some trouble among the cyclists. Eddie Madden, who, with Eddie Root, finished second in the New York race in December, has elected to ride with Reggie McNamara, the "Iron Man," while Jake Magin and Frank Corry and George Wiley and Clarence Carman are also said to be paired for the race. The full list of teams will be announced shortly, and it is figured that everyone will be satisfied.

NEW SALES POLICY

Harley-Davidson Will Give Bicycle Line to Dealers Handling Other Makes.

MILWAUKEE, Wis., Jan. 15.—Having given Harley-Davidson motorcycle dealers the country over the first opportunity to land the agency for its new line of bicycles, the Harley-Davidson Motor Co. announces a new policy and a broader one with respect to its pedal cycle sales.

Hal. Miller, in charge of the bicycle department, announces that hereafter dealers the country over, regardless of what make of motorcycle or what other makes of bicycle they handle will be given an opportunity of carrying the Harley-Davidson bicycle line, provided, however, that the line is not being handled in that territory by some other dealer.

CARROLL NOW A PROMOTER

SAN FRANCISCO, Cal., Jan. 12.—Edward J. Carroll, the local racing cyclist, after spending a season in the East, where he represented the Olympic Club in the amateur championships, in which he finished fourth, and later turned professional, has returned home. Carroll plans to promote races on the Coast, indoor meets in the larger cities and dirt track races in the smaller towns.

APPEAL ADDS IVER JOHNSON

SAN FRANCISCO, Cal., Jan. 12.—The Appeal Mfg. & Jobbing Co., local bicycle distributors, have taken over the agency for the Iver Johnson bicycles, recently given up by Baker & Hamilton, wholesale hardware dealers.

"BICYCLE WEEK" APRIL 28-MAY 5

United Cycle Trade Directorate Meets and Decides on Eight-day Festival for 1917—Discuss Racing and Aids for Canada

NEW YORK, Jan. 16.—The decision to hold a week of cycle festivities instead of a single day as was the case last year, and to hold the Bicycle Week festival at a later date was the principal accomplishment at the meeting of the United Cycle Trade Directorate at its headquarters, 373 Broadway, this afternoon.

Those present were: Louis Schwab, H. S. Wise, Col. George Pope, J. P. Fogarty, H. S. Quine, Horace Huffman, L. M. Wainwright, Keyser Fry, F. A. Baker and J. W. Grady.

Simultaneous Dates

In reviewing the situation the members were in accord that in order to obtain a punch in the campaign, a simultaneous date for a celebration for all parts of the country should be chosen and at the same time it was agreed that for the northern dealer the February date chosen last year was too early. Therefore the week April 28 to May 5 was chosen and every effort will be bent from now on to make it a full fledged success.

Help for Canada

The Directorate, having been requested by Canadian jobbers, will extend its activities to include Canadian dealers in return for which it will be compensated on some equitable basis by the Canadian trade.

The racing situation was much discussed and it was decided to bend efforts to stimulate the promotion of cycle events in every city and town the country over, and the body decided to act as a sort of clearing house between the manufacturer and the promoter on the matter of prize contributions, thus eliminating any duplication of effort.

Urges Lighter Bicycles for the Boy

Many Youngsters Have Enthusiasm Killed at Start by Heavier Bicycles and Tires That Have Little Resiliency to Them—Racing Models Seemingly the Proper Mount

By ***WILLIAM F. FARRELL***

NINETY-NINE times out of a hundred Dad will purchase a bicycle for his boy with the boy's pleasure in view. In order to satisfy both Dad and the boy the entire trade should see that the kind of bicycle that will satisfy the pair is manufactured and equipped. The youngster is out for pleasure and will only ride when his wants are satisfied. The time he gives to riding is his play time, and he must have fun or he will not play.

Possibly it would be better for all concerned if a bicycle that is built for the boy should be called a "Light Roadster," instead of a "Racer." There are a great many cyclists, and not a few dealers, who have the impression that a racing bicycle is a frail, delicate piece of mechanism that will not stand hard road service. That is the wrong impression, of course, as a racing mount must be so constructed as to stand shocks and strains that an ordinary road model is never subjected to. Everything else being equal, one racing model will outlive any ordinary road model, and possibly two; so, in addition to its easier running qualities, it presents itself as being the proper and economical mount to buy for the boy.

Improvements Not Numerous

In looking back over the last ten years, it is hard to find many great improvements in the construction of bicycles. The manufacturers have tried many new stunts, which make for a better bicycle, but the only department that has shown any marked inventive genius, judging from the kaleidoscopic effect, is the enameling department.

Another matter that may help the sales of bicycles to the boys is lighter frame construction. Some of the present-day bicycles are made too heavy for the little rider. The equipment of the boy's bicycle is another matter that should receive the best of attention. Give the boy a light, resilient tire, one that is not heavy and "dead," and you will find that the bicycle will run easier and that the boy will be better satisfied. Some of the unnecessary frame features could be dropped and the saving put in a better tire. Then we would be honestly doing something for the comfort and pleasure of the boy.

Flashy Mount Gets Him

As he has no knowledge of mechanical construction and will be attracted by a flashy exterior, and want to load his bicycle with all sorts of unnecessary equipment, he may become fascinated by big sprockets and heavy tires with fancy designed treads. Naturally this machine will run comparatively hard, and as soon as the novelty wears off the boy will become tired of his mount and seek some other form of amusement. The dealer is the only one who can overcome this handicap. He can make known to his customer the difference between a bicycle properly built and equipped and the one that is made to satisfy some fanciful idea.

Both the bicycle manufacturer and the tiremaker know the kind of tire which should be used in equipping a boy's bicycle, but due to keen competition, they are compelled to supply the grade of equipment which the dealer specifies, although he may feel that this class of merchandise would eventually injure the game. He is long on good intentions, but a little shy in faith, so it is up to the dealer, who really controls the situation. By a little display of salesmanship he can sell a higher grade and properly constructed and equipped bicycle just as well as the cheaper outfit, which might sell a little easier on account of lower price.

Quality Always Counts

The quality bicycle means permanent satisfaction to the rider, who immediately becomes a booster—the greatest possible means of publicity that will develop prospects and expand the trade, while the cheap bicycle is a "killjoy" that develops disgruntled riders and knockers, who by a little tact on the part of the dealer could just as well have been boosters if he had sold them a properly-equipped machine.

Just remember that the bicycle means more to a healthy boy than a "Packard" means to the millionaire. He is entitled to the best in his line, so why not give it to him? If Frank Kramer, who is nothing short of a physical marvel, rides a racing machine because it runs easier, why isn't this the logical type of bicycle to sell to the youngster who hasn't one-tenth of Kramer's strength? This is a point we have all overlooked. We seem to think that the boy has an inexhaustible reserve of strength, backed up by a four horsepower motor in each leg, and that it is right to sell him a heavy bicycle and expect him to get away with it and be satisfied.

It's Every Boy's Desire

Every boy, whether delicate or healthy, has the desire to ride a bicycle. His childhood hours are filled with expectations and dreams of days when he will be old enough to ride a wheel the same as his older brother and companions. In his dreams he pictures himself and jolly companions speeding over nice State roads, past green fields, shady forests and babbling brooks. There is never a thought of exhaustion or fatigue.

It is said that the first impressions are the lasting ones. This is especially true of the youth. If his expectations have been realized, bicycling will be his ideal sport for years. On the other hand, if his dreams are shattered by his first efforts on an inferior, hard-running bicycle he is lost to the sport forever; his young fresh mind will quickly drop unpleasant things and take up new ideals.

So remember, Mr. Dealer, when "Young America" enters your store to buy his first bicycle, it is not a cold-blooded business proposition on his part. In fact, it is all sentiment, and he has shown a very friendly feeling towards you in entering your store. He looks upon you as a friend, and with open mind will believe and rely on every statement that you make. Meet the little fellow halfway as an old friend, man to man, and do not try to be the conservative big business man who keeps him at arm's length. Be as honest in your friendship to him as he has been to you. Sell him the kind of bicycle you know he should have and you will gain a lifelong friend and a good booster for your game.

DEMAND RACING TYPES

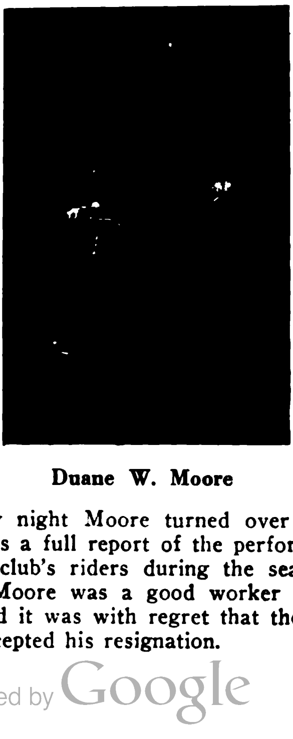
San Francisco Dealer States Lighter Bicycles Are Getting the Call.

SAN FRANCISCO, Cal., Jan. 12.—Edwin F. Merry local distributor for several standard bicycles, states that there is an increasing demand from the young men for a lighter type of bicycle, and that the principal call is for racing bicycles. The excellent roads in this vicinity and the fact that many of the towns now have paved streets, are factors in the rising popularity of the lighter type of mounts. One of the bicycles that is constantly in demand is the short-coupled models, one of which is made by the Westfield Mfg. Co.

Merry reports that the interior towns are showing up well in calls for this type of bicycle, Stockton being especially good. The manufacturing plants in that city have reduced the working hours from nine to eight, and they are working three eight-hour shifts at the regular pay. This has had a splendid effect on the business.

MOORE RETIRES FROM HUDSON C. W.

BAYONNE, N. J., Jan. 16.—Duane W. Moore, who has aided the Hudson County Wheelmen in the promotion of races and runs, has retired as president of the organization. At a meeting of the club on Monday night Moore turned over to the members a full report of the performances of the club's riders during the season of 1916. Moore was a good worker for the club and it was with regret that the members accepted his resignation.



Duane W. Moore

STANDARD of the WORLD

WESTFIELD MFG. CO.

Columbia

WESTFIELD MASS. U.S.A.

EVERY Columbia on the road is a traveling salesman for every Columbia in your store.

It is one of the thousands that are going out all over the country—making new friends—holding old ones.

So, every Columbia sale is a step toward another Columbia customer.

Bicycling is contagious. The number of bicycles on the road is growing all the time. And the Columbia habit has a strong hold on riders the country over.

With every Columbia rider a Columbia booster, the Columbia is the *one* bicycle to own, and the easiest to sell.

Its name is the first in the prospect's mind. National advertising helps to keep it there.

Start in pushing the Columbia line—keep on pushing it. The time is ripe for success: With the Columbia you can make big things of the coming season:

Orders filled at once

WESTFIELD MANUFACTURING COMPANY

Successors to The Pope Mfg. Co.

11 LOZIER AVENUE WESTFIELD, MASS.

Makers of the Pope *Motorcycle*

DIDIER WINS PARIS WINTER TITLE

French Pace Follower Annexes Championship at the Velodrome d'Hiver on Christmas—Ellegaard and Beyl Win Sprint Races

PARIS, France, Jan. 4.—Leon Didier, the French paced star; Thorwald Ellegaard, the Danish champion and six-times winner of the world's title, and Alfred Beyl, the French sprinter, were the bright shining lights at the two-day meeting at the Velodrome d'Hiver, Dec. 24-25. Didier won the "Winter Championship," Ellegaard the "Grand Prize of Christmas," and Beyl the "Prix des Arts Liberaux" a scratch race in which tandem pacing was used.

The events run on Sunday, Dec. 24, were the "Prix des Arts Liberaux," a scratch race over the 2,000-meter route, which was paced by a tandem. In the first semi-final, with two to qualify, Beyl defeated Julius Pouchois, Masson and Grassen. The second saw Ellegaard beat Bournac, Courtrade and Vandenhove, the latter falling. Beyl won the final from Ellegaard, Pouchois and Bournac in the order named and covered the last lap (250 meters) in 15 seconds. Deruyter also beat Ali Neffati in a pursuit match.

Didier Takes First Heat

The heats of the "Winter Championship" for the pace followers, the heats being at a half-hour, were also run. Didier won the first from Paul Suter, the Swiss, and George Parent, a former world's and French paced champion. The second heat was won by George Colombatto, the Italian, from Eugene Bruni and Henry Contenet. In the final, run on Christmas Day, Didier won from Colombatto, who was 1,000 meters back, and Suter, who finished 1,750 meters in the rear. The final was an hour race and Didier covered 70.135 kilometers (slightly over 43½ miles), which established a new track record. Didier also made new marks from the 40-kilometer (24.82 miles) mark to the finish.

Ellegard Cops a Feature

On Christmas Day the big event for the sprinters was the "Grand Prize of Christmas," a sprint event at 1,000 meters. Ellegaard won from Beyl by a half-length, while Poucheis finished a like distance back of Beyl. In a lap trial against time Beyl and Bournac tied for first, each of them doing the tour (250 meters) in 16 4/5 seconds. Ellegaard and Bournac won the 1,500-meter tandem race from Vandenhove and Baumler and Michot and Lorain and Beyl and Deschamps.

VAN TOOR IS PROMOTED

MILWAUKEE, Wis., Jan. 15.—The A. O. Smith Co. announce that J. E. Van Toor, assistant sales manager, motor wheel division, has been recently appointed advertising manager as well.

LOSER WILL BUY THE LUNCH

SAN FRANCISCO, Cal., Jan. 12.—A bicycle race to San Jose will be staged shortly that will be a real novelty. The local cycle dealers will run the race and the dealers themselves will be the competitors. At least 15 dealers have signified their intentions of entering the event. No prizes will be offered, but the one who makes the poorest showing will be the real loser, as he will have to put up the lunch for the crowd and the lunch will not be one of the "off the arm of a chair" affairs.

A. D. CLARK A GUEST

Cyclist Is Banqueted in Newark and Racing Men Put Pep in Cabaret

NEWARK, N. J., Jan. 16.—Last night was bicycle night at Jackie Clark's Hotel. The popular little cyclist, who now runs the hostelry named after him, was the guest of honor at a testimonial dinner given by a number of his friends. As an added attraction to his cabaret Clark had a number of the professional cyclists and amateurs on home trainers.

Two series of mile races, which were run on the three-heat point basis, were held, one for the amateurs and one for the cash-chasing division. Harry Hoffman, the Californian, won the race for the amateurs by taking two heats and finishing third in the third. Eric Paetz and John Dreher, each scored eight points, Paetz having a first, a third and a fourth to his credit, while Dreher had two seconds and a fourth. Robert Henderson had a second, a third and a fourth.

Hans Ohrt, the California pro., won two of the heats and finished third in the other in the race for the professionals, his points numbering five. Francesco Verri, the Italian, also scored five points with a win and two seconds. Bob Spears scored a second and two thirds for eight points, and Lloyd Thomas had 12 points for three fourth places.

MILWAUKEE CLUB TO ELECT

MILWAUKEE, Wis., Jan. 15.—On Saturday night, Jan. 27, the North Side Cycling Club, the old-time cycling organization, will hold their annual election. The following are the candidates for the offices: President, A. C. Runkel and Gerhard Aussem; vice-president, H. O. Stenzel and Oliver Wiggins; secretary-treasurer, Louis Pieron and C. A. Rush, and captain, Fred Schmitz, Jacob Berlin and Otto Tank.

SIGN FOR HARLEY-DAVIDSONS

SAN FRANCISCO, Cal., Jan. 12.—J. K. Martin, Santa Clara; L. A. Morasea, Salinas; T. Parro, Gilroy; Howell Bros., San Jose, and J. Fink, Stockton, are among the dealers who have signed to handle Harley-Davidson bicycles during 1917.

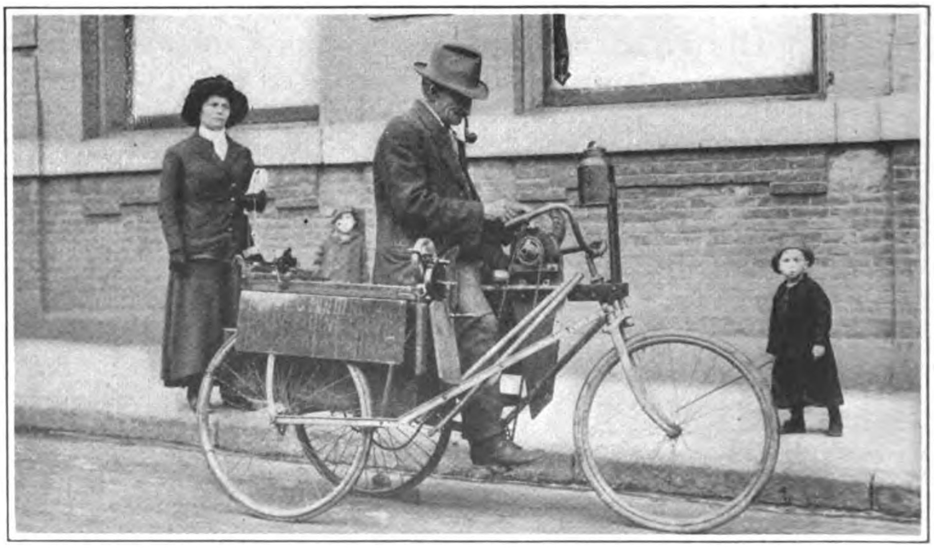
"VETS" GET DATES MIXED

NEW YORK, N. Y., Jan. 15.—Due to a misunderstanding as to dates the meeting of the veteran cyclists, called for yesterday, failed to bring out the old timers in the numbers that were figured upon. Another meeting will be held at the Parisien Cafe, 56th street and Eighth avenue, Sunday, Jan. 28, and all interested parties are urged to be on hand.

BREGENT SIGNS WITH SMITH

MILWAUKEE, Wis., Jan. 15.—A. E. Bregent, of Montreal, Canada, has closed a contract with the A. O. Smith Co., makers of the Smith Motor Wheel and Smith Flyer, to distribute the company's products throughout Canada this season.

USES BICYCLE FOR TRAVEL AND BUSINESS



LOS ANGELES, Cal., Jan. 12.—William Speck, 625 New High street, uses a bicycle, not only as a means of locomotion, but as a method of securing a livelihood as well. Speck's bicycle is equipped with a double chain system. One of the chains is used transmit power to the rear wheel, while the other conveys power to the grinding stone on which he specializes in the sharpening of knives, scissors and other cutlery.

Speck states that when he first came to Los Angeles several months ago he had a tough time in earning his living. At that time he trudged about the city carrying his outfit in a knapsack. Realizing that he could cover the ground in a shorter time by a bicycle and, with the same make a miniature power plant as well, he lost no time in securing a suitable bicycle for the purpose. Speck's novel outfit is shown in the accompanying picture.

The Attainment of An Ideal

To make the bicycle easier to ride—to make it safer to USE—to make it easier to SELL—that has been our goal in the building of the MORROW Coaster Brake.

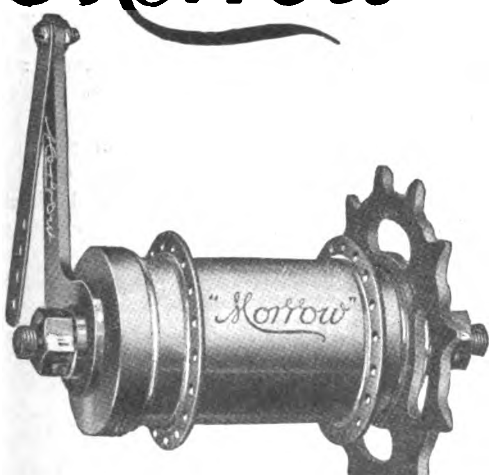
The mere fact that a brake that could do these things, and do them better than any other brake, would mean a fortune to the makers, was not the main impelling motive in the building of the MORROW.

The vital issue was that we were dedicated,—it was our life work,—to building a brake that would serve best the bicycle industry; to make smoother the sales road between the manufacturer and the rider; to properly protect the rider and lighten his pedalling task. The reward was SURE to come.

And we have succeeded—as thousands upon thousands of riders are ready and eager to attest. Eighteen years of ripened experience have gone into the present MORROW—the most perfect, the strongest and simplest bicycle brake ever made.

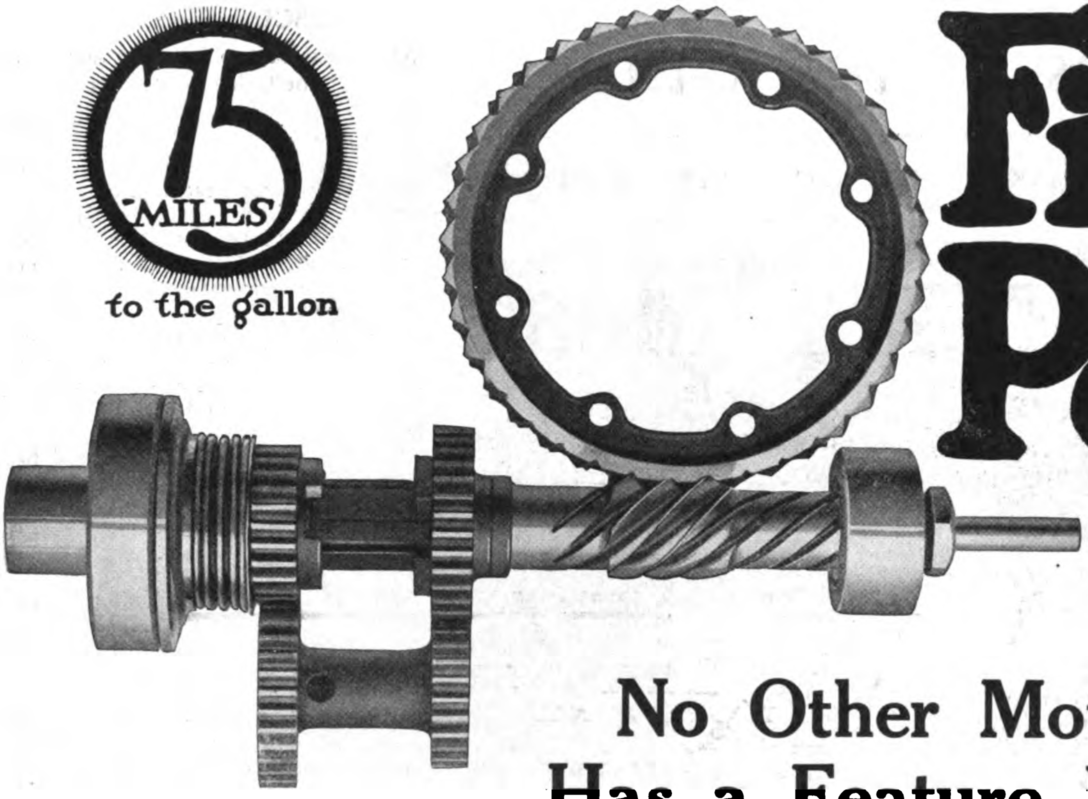
We can convince you.
Give us a chance.

Morrow



Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers



First Point

No Other Motorcycle Has a Feature Like This

This straight line worm drive has a hollow shaft that permits direct connection with magneto without auxiliary chains or gears—a feature that is found in no other motorcycle in the market.

Men and women, boys and girls, have found the Cleveland Lightweight ideal for picnics, week-end tours, park trips and every need as a clean, silent, economical and comfortable means of individual transportation.

EVERYBODY knows that worm drive is here on trucks and coming on pleasure cars.

When the Cleveland Lightweight first came out it had a straight line worm drive. It has it now. It is the only motorcycle in the world that has this advanced type of construction. With its two-stroke engine and worm drive it is even ahead of the automobile in design.

The worm drive is compact and simple; it is silent; it is enclosed; it permits perfect lubrication and helps to lower the center of gravity; it runs on ball bearings; the worm is made of nickel steel, accurately formed and heat treated; the gear is high grade bronze. The manufacturing cost has in the past been thought prohibitive, but by special machinery and modern methods we have brought this disturbing factor low enough to give it to the public. And the price is only $160.00, or with kick starter, $170.00 F. O. B. Cleveland, O. Watch for the other points that have made the Cleveland Lightweight the Universal Motorcycle and the leader of them all. Weight 150 pounds. The easiest motorcycle to sell.

The Cleveland Motorcycle Mfg. Co.

7211 Platt Ave., Cleveland, O.

Audubon Motorcycle Garage, 178th Street, cor. Broadway, New York City, Distributors for New York and Connecticut.

The Cleveland Lightweight

Doings of the Clubs

BROOKLYN CLUB MAKES THE MOST OF ITS QUARTERS

A Busy Evening at the Comfortable Home of the Blue Ribbon M. C. of Brooklyn, N. Y.—The Club Was Organized August 16 Last and Now Has 37 Active Members

WHEELING M. C. NEWS

Polo Game Postponed Because of Bad Weather—Ladies Resume Activities.

WHEELING, W. Va., Jan. 15.—The motorcycle polo games that was to have been held on Belle Isle, on the upper end of Wheeling Island, located in the middle of the Ohio River and where 8,000 residents of the city live, was postponed by the Wheeling M. C., but will be held later. Bad weather has interfered. There is much interest in the event as it is the first of its nature ever to be held here.

The Ladies Aid Society of the Wheeling M. C. has resumed its meetings after the holidays and will be very active in the weeks and months to come.

A member of the Wheeling M. C. is now working on a patent for motorcycles, which is nearly perfected and which, it is said, will create a sensation in the motorcycle world.

J. P. Walsh, winner of the recent endurance ride from this city to Cumberland, Md., and return and who suffered severely from frost bites, has now entirely recovered.

PASSAIC M. C. BANQUET

Twenty-two Attend Third Annual Affair at Hotel Greeley.

PASSAIC, N. J., Jan. 13.—Twenty-two members of the Passaic M. C. attended the third annual banquet of the organization at the Hotel Greeley in Newark tonight.

President William Connolly acted as toastmaster entertaining those present with a dramatic recital of how he parted with $2.75 in Hohokus last summer.

Vice-president J. Nordyk responded with a toast to the "Lake," the summer home of the club on the shores of Lake Hopatcong.

The arrangements for the affair were handled by a committee headed by P. E. Klapmust in a very able manner.

SACRAMENTO CLUB ELECTS

SACRAMENTO, Cal.—The Capital City M. C. held the annual election last night after which the club indulged in a smoker and a discussion of plans for the coming year. The newly elected officers are: F. M. Woodson, president; T. F. Trebilcox, secretary; motorcycle captain, Archie Rife; historian, E. T. Smith; vice-president, Lee Borland; treasurer, George McCormick; bicycle captain, H. Herley; directors, T. J. Murray, William Moffatt, A. G. Blair.

KEYSTONE CLUB INSTALLS OFFICERS

READING, Pa., Jan. 15.—The Keystone M. C. installed its new officers and at the same time tendered a banquet to the retiring officers on Thursday evening last. Charles Sollers acted as toastmaster. Following the banquet the assembled members to the number of 40 with guests enjoyed a dance.

40 ATTEND PATERSON FUNCTION

PATERSON, N. J.—Forty members of the Paterson M. C. attended the annual theatre party of the club at the Orpheum Theatre, Friday night last. When the curtain was rung down on the last act, the boys repaired to the Manhattan Hotel where a light supper was indulged in.

FRISCO NEWS NOTES

What Dealers Are Doing in and Around the Golden Gate City.

SAN FRANCISCO, Jan. 8.—Z. Barton, manager of the Thor factory branch predicts a decided change in motor cycle advertising in the near future.

"The future advertising campaigns," says Barton, "will appeal to a different group of people and will aim to make the motorcycle an indispensable article for every family."

J. D. Frazer, of the Appeal Manufacturing & Jobbing Co., expects a carload of machines in by the 15th of this month and hopes to be able to take care of all the back orders on file.

The Excelsior 18-3 which arrived Saturday is attracting a large crowd in front of Fred H. Bente's establishment where it is being demonstrated. Bente says two sales were made Saturday and a number of prospects lined up.

The Pacific Motorcycle Supply Co. is moving the Indian parts department from the balcony to the main floor of the store at Market street and Van Ness avenue. The new location will afford more room.

Maggini & Perkins, Harley-Davidson agents are having considerable success in the commercial end of the motorcycle business. At the present time they have 32 machines being used by San Francisco merchants.

Hopkins & Alzina, Reading Standard distributors, expect a carload of machines in soon. Hopkins says he is getting many inquiries from prospective dealers and is confident that the carload will go rapidly.

G. C. Austin, representing the Thor establishment in Seattle spent several days in San Francisco this week.

John Fisher, Indian and Excelsior agent at Woodland, is in San Francisco looking over trade prospects.

Dave Graffione, of Lodi, Harley-Davidson agent in that place, is in San Francisco with his wife on a short business trip.

ANSWER SHAM ALARM

Motorcycles Rout Out 'Frisco Guardsmen in Record Time.

SAN FRANCISCO, Cal., Jan. 8.—A sham alarm was sounded New Year's day that there was a hostile fleet outside the Farallones which was preparing to make an attack on San Francisco. The call to duty was carried by motorcycle messenger to the Guardsmen in various parts of the city and the company was transported to Fort Miley by automobile with the motorcycles leading, arriving 30 minutes after the first sounding of the alarm.

The time made is considered excellent and proves of what valuable service the motorcycle could be in case of a real attack in reaching homes not connected by telephone.

SPRING-LIKE DAY CALLS OUT RIDERS

SAN FRANCISCO, Jan. 8.—It might be the coldest time of the year in less favored lands, but in the vicinity of San Francisco yesterday it was a sunny, delightful spring day. The response to the weather was evidenced in the large number of motorcycles on the road, everyone having a machine taking advantage of the splendid weather conditions.

VETERANS TO ORGANIZE

Old-Time Cyclists of Toronto Plan to Form an Association

TORONTO, Ont.—The proposal has been made at Toronto that the many bicycle racing veterans of Canada be organized into a "Veterans' Bicycle Club" and Alderman Louis Rubenstein of Montreal, president of the Canadian Wheelmen's Association for twenty years, has been asked to take the first step in the formation of the body. It is considered likely that the proposed club will be launched at a rally in Toronto on the occasion of the annual meeting of the Canadian Wheelmen's Association at the Queen's Hotel, Saturday, April 7.

FRAZIER CLEANS UP IN HAWAII

HONOLULU, Hawaii, Jan. 15.—J. D. Frazier of the Appeal Manufacturing and Jobbing Co., Harley-Davidson distributor, is having a most successful trip throughout the Islands and is sending in good orders to the San Francisco store. Frazier will return during January.

ANOTHER MOTORCYCLIST RETURNS

TORONTO, Ont.—A Toronto motorcycling enthusiast who has returned from the European war pot is Captain McCarthy, 12th York Rangers, who was a member of the First Canadian Contingent. McCarthy was sent home recently because of rheumatism. He is also a veteran of the South African War and has been a soldier practically all his life. McCarthy was a prominent officer of the Toronto Motorcycle Club before the war and is an enthusiastic rider.

HAVANA AGENCY BURNED OUT

HAVANA, Cuba, Jan. 7.—The four-story building of Lopez Rodriguez, who handles Emblem motorcycles and Smith Motor Wheels, in addition to other motor vehicles and accessories, has been destroyed by fire. The loss was about $500,000, and there was no insurance.

A NEW JOB FOR SLATER

AKRON, O., Jan. 15.—W. J. Slater, formerly manager of the Sales Promotion Department of the Firestone Tire & Rubber Co., has just been made special representative of the General Sales Department.

FEBRUARY SHOW FOR LA GRANDE

LA GRANDE, Ore.—A combined automobile motorcycle and accessory show is on the calendar for this town late in February. The committees are hard at work on the plans for the affair now and are trying to make arrangements with some suitable auditorium to house the affair.

HALLIDAY'S PROSPECT LIST

PROVIDENCE, R. I.—W. Fraser Halliday, manager for the General Motorcycle Sales Co., Henderson dealers here, has gotten out a neat little system for keeping track of prospects which is in reality a card index in vest pocket form. He has had a special set of loose leaf booklets made up for it and says that it works to perfection and he always has his full prospect list with him.

NEWBY HAULS COAL

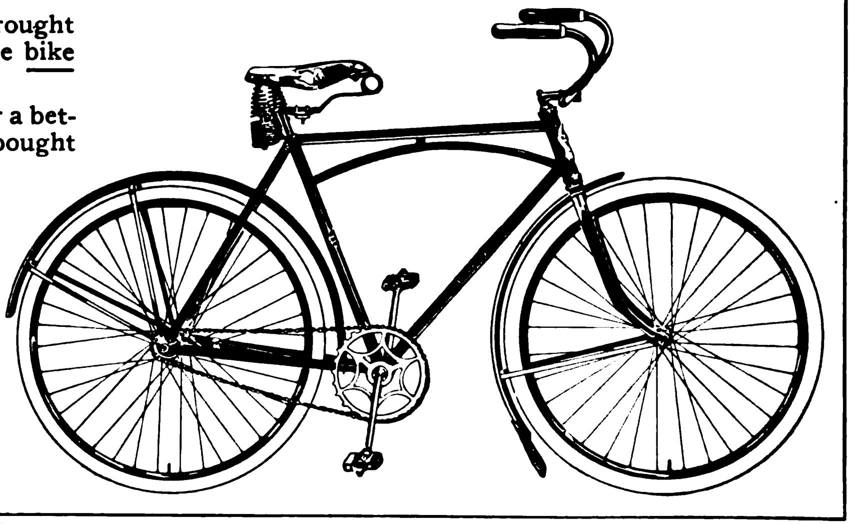
Kansas City Henderson Man Utilizes Sidecar When Cold Strikes

KANSAS CITY, Mo., Jan. 10.—Newby Brothers, agents for the Henderson in Kansas City, already have seven machines delivered to local riders and are now anxiously awaiting the arrival of 10 more from the factory. Nearly all of the machines so far delivered have been equipped with sidecars.

Clarence Newby had ordered coal for his house, but the coal company had taken its time in making the delivery. It turned suddenly severely cold last week and on calling the coal company by telephone Newby was informed that delivery was then impossible and that the only means of getting it would be coming after it and hauling it away himself. Newby utilized his new Henderson sidecar for the purpose and hauled several hundred pounds of coal to his home that morning.

SMITH TERRITORY DISTRIBUTED

MILWAUKE, Wis., Jan. 15.—Three firms that handle Smith Motor Wheels and Smith Flyers have had their territory extended, according to an announcement from the A. O. Smith Corp. The J. W. Grady Co., of Worcester, will take care of eastern Connecticut, in addition to the company's other territory, while the Buckeye Motor & Cycle Co. will handle all of Ohio with the exception of a few counties about Columbus, which the Franklyn Cycle & Supply Co. handle. The Penn Motor Supply Co., Pittsburgh, has had several counties added to their territory for 1917.



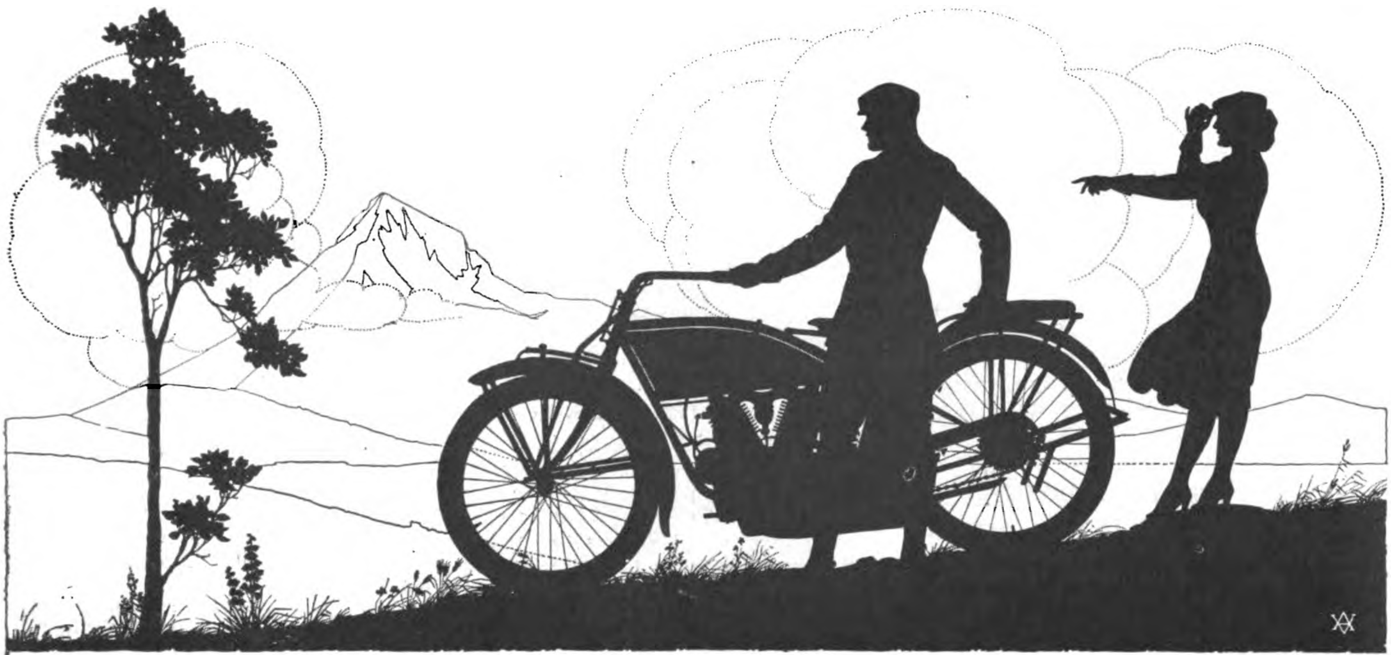
RED WING

Puts the "Buy" in Bicycle

You've read about the brake that brought the bike back. Well, Red Wing is the bike that brought the bike back.

The Red Wing Line offers to the rider a better bicycle than your dad could have bought in his day for four times the price. It puts a bicycle that is the acme of mechanical perfection and the best word in equipment, style, and finish within the price range of all. It puts the "buy" in bicycle.

J. W. GRADY & CO.
WORCESTER MASS



WITH THE EXCELSIOR IN CALIFORNIA

BOSCH

A REAL SELLING ARGUMENT

DEALERS! You will find "Bosch" a selling force not to be sidetracked when you desire to close the sale quickly and satisfactorily.

Bosch is an argument in itself—it is not necessary to argue in its favor; it speaks for itself; it adds quality and added value to whatever machine uses it.

Every veteran motorcyclist knows the value of Bosch Ignition; he knows that all the better motorcycles and motor cars are fitted with Bosch, and he looks, and tells his friends to look for Bosch on the motorcycle that is about to be bought.

You serve yourself and your customers best when you give them Bosch.

BE SATISFIED SPECIFY BOSCH

The Best Races of 1916
are all Bosch Victories

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

HALF DOWN IN DETROIT

Dealers' Assn. Adopts Radical Means of Enforcing 50% First Payment.

DETROIT, Mich., Jan. 15.—Half down on motorcycles in Detroit in the future. The Detroit Motorcycle Dealers' Association at its last meeting made certain of that by adopting a code subscribed to by all members; those who fail to keep the agreement will be fined $25 for each offense and the dealers each have posted $50 as a guarantee of good faith.

The association also laid plans for an interesting racing program for the State Fair one-mile track. John B. Trossell is chairman and Joe Adcock secretary of the association for the coming year.

WERNER DELIVERS A DOZEN

PASSAIC, N. J., Jan. 15.—The Werner Motorcycle Garage, Harley-Davidson motorcycle agents, has delivered 12 motorcycles and 10 sidecars up to the present and are 60 per cent. ahead of their business at the same time in 1916.

A wide chassis delivery van with an open body is soon to be delivered to a local grocer who was impressed by the dependability of the motorcycle after a week's trial with a single cylinder three speed and side van outfit.

SCHAEFFER'S $30,500 BUILDING

READING, Pa.—A recent item on the dealers' page of **Motor Cycle Illustrated** stated that William G. Schaeffer, proprietor of the Penn Cycle and Motor Shop, local Reading Standard, Excelsior and Henderson headquarters, had purchased a new headquarters for his business at an outlay of $3,500; the cost of the building should have been stated as $30,500.

LINING UP NEW PROSPECTS

PROVIDENCE, R. I., Jan. 15.—Last week B. A. Swenson sent out several hundred letters to riders throughout the State asking for names of prospects. He has received such a general response that he has already sent literature to over 1,500 non-riders. In the meantime he has been called upon to distribute many dozens of goggles, the reward he gave for the names.

SWENSON OPENS BRANCH

PROVIDENCE, R. I., Jan. 15.—B. A. Swenson will open another big motorcycle store in Woonsocket this week. He has succeeded in getting the man he wanted as agent in that city and expects to be able to get down to business there by the last of this week. N. H. Rand, president of the Blackstone Valley Club, has been engaged to look after the interests of the Indian in the Rubber City.

OUTLOOK BRIGHT IN DENVER

DENVER, Col., Jan. 12.—A canvass of the motorcycle dealers and distributors of Denver reveals the fact that to a man they are optimistic concerning the business conditions for the coming season.

The fact that they have to the present date sold more of the new model machines than ever before for a like period augurs a big year ahead for the motorcycle in and around "Mile High Town," according to each and every one of them.

STEVENS TO FACTORY

Newark Man Goes to Milwaukee to Take Harley-Davidson Course.

NEWARK, N. J., Jan. 15.—P. W. Stevens, well-known in competition circles, and a member of the firm of Carl W. Bush Co., local Harley-Davidson distributors, is at Milwaukee taking the factory course of the building, operation and maintenance of the Harley-Davidson recently opened for dealers and their employees. Frank Bagwell, repairman for the same firm, has just returned from North Carolina, his old home.

He brought back several license plates from the Tar Heel State for the New Jersey Motorcycle Club's collection of motorcycle markers.

DRIVES THROUGH SNOW FIELDS

BILLINGS, Mont.—In order to demonstrate the fact that the motorcycle is not a fair weather vehicle, but is able to navigate under difficulties, John C. Thomas, manager of the Billings Cycle & Supply Co., recently made a trip on a 1917 Indian Powerplus through the snow fields of southern Montana. The trip followed a series of heavy snow falls and was made over roads which had been considered for some time impassable for automobiles.

SECOND CARLOAD FOR SYKES

COLUMBUS, Ohio.—The Sykes Motor Co., central Ohio distributor for the Indian, has placed another order for a carload of motorcycles and sidecars to arrive about Feb. 1. This is the second order placed for the 1917 season.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

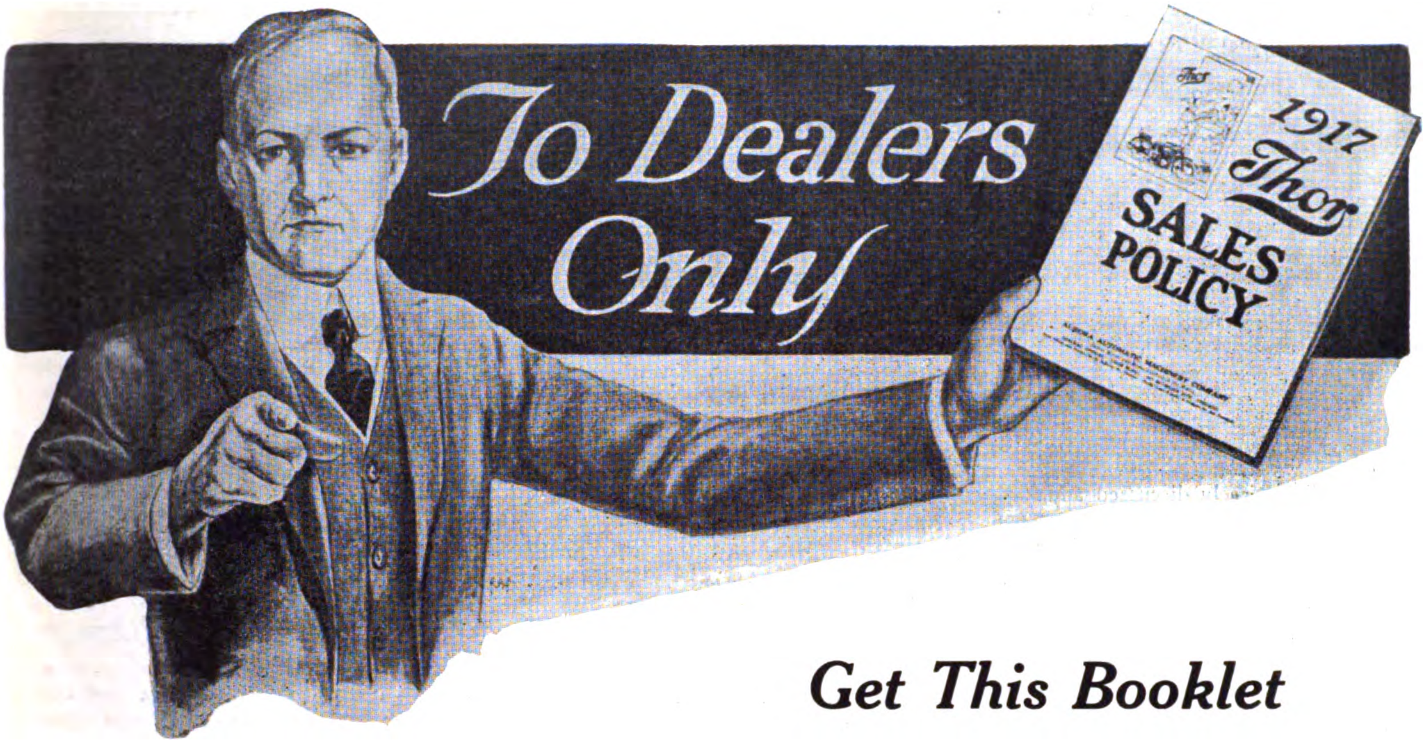
We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes



Get This Booklet

"The 1917 Thor Sales Policy" is the title of a booklet which is in an envelope all ready to travel through the mails to you. It will cost you nothing.

Although this booklet is free to you, if you are a dealer, it is worth its weight in gold. If you heed it, it will ultimately bring you many times its weight in gold!

This pamphlet describes in detail the new Thor merchandising plan which enables Thor dealers to sell motorcycles on the installment plan without any heavy financial investment and completely void of all those trials that make for small profits and fewer sales.

Bigger profits! Smaller investments! More prospects! Competition overcome! These are a few of the many features that will put you on the road to real prosperity if you write for this booklet and obtain a Thor Agency. Act quickly!

Investigate at once

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**
Pacific Coast Branch: 61 Fremont Street, San Francisco

IF YOU PREFER, SIMPLY FILL OUT THIS COUPON

AURORA AUTOMATIC MACHINERY CO., 361 W. Superior St., Chicago:
Gentlemen: Please send me your New Sales Plan Booklet without charge.

Name .... Address ....

INDIANA DEALERS LAUNCH ASSOCIATION

Gather at Indianapolis and Develop Plans for Trade Cooperation; Will Hold Outings and Also Fight Proposed License Increase

INDIANAPOLIS, Ind.—At a meeting held in the Dennison Hotel, Indianapolis, recently, plans for a State dealers' association were thoroughly outlined. The scheme has been under contemplation for some time, Glenn Scott, of Marion, Ind., being the father of the movement. Nothing definite was arrived at, however, until the meeting held in Indianapolis.

Many of the dealers from different sections of the State were in attendance, the northeastern section of the State having the larger representation. The object of the organization is to hold meetings regularly, at which the different trade problems may be freely discussed and, in general, the business interests of the members promoted in every way possible. The feasibility of holding a week or ten days' tour to Mammoth Cave, Ky., from a central point in Indiana, a tour for which all hotel and garage accommodations, etc., would be arranged in advance, and for which each entrant would be charged a certain fee for the entire trip, was also talked of.

With the various dealers co-operating in the promotion of club runs, tours, picnics and outings, it is argued that much good work can be accomplished. It was also unanimously voted that every effort possible be made to "kill" the bill which is to be proposed at the next meeting of the State Legislature to increase the motorcycle license fee from $2 to $5. The organization will endeavor to engage the services of an attorney to defend the rights of the motorcyclists.

At the next meeting, which will probably be held early in February, an effort will be made to have prominent men in the trade present to deliver a talk on modern business methods. A legal advisor also will probably be slated to address the members on the merits and application of the Lien Law and various other matters affecting transactions of the motorcycle dealer.

The members present at the first meeting were: H. L. Dipple, Indianapolis; Glenn A. Scott, Marion; H. L. Daler, Ft. Wayne; Earl Cronk, Anderson; Brose Bond, Huntington; C. C. Gappen, Greenfield; A. J. Henry, Connorsville; Hap Scherer, of the Harley-Davidson factory, and others.

PROVIDENCE PICKINGS

PROVIDENCE, R. I., Jan. 8.—Carl J. Swenson, for several years bicycle champion of Rhode Island, will next week become associated with his brother, B. A. Swenson, Indian distributor. Carl will take charge of several of the departments in the big Swenson store, including the bicycles. For twenty years he was identified with the bike business in Newport.

During the past week B. A. Swenson named another sub-agent, Everett E. Ingram, who will handle the Indian in Mystic, Conn., and an agency will also be placed in Woonsocket as soon as a store can be obtained. The agent has already signed up

Mr. Swenson visited the Indian factory recently and ordered three carloads of motorcycles, sidecars and bicycles. From 8 o'clock Monday morning till Friday afternoon of last week the Providence Chieftain sold seven 1917 Indians and four sidecars, one of the outfits being a $400 affair, which went to the Narragansett Lighting Co.

If you see Charlie Hadfield, of the firm of Hadfield & Swenson, New Britain, Conn., smoking fat cigars these days you will be interested in learning that they came from John Edwards, B. A.'s right hand man in Providence. Last spring John placed a bet that Charlie could not sell 25 Indian machines before January 1, 1917, and Charlie sold 35—that's all.

Dave Gravel, formerly a messenger in the employ of the Western Union, has started a motorcycle delivery service in Providence. In addition to being strong for the motorcycle delivery game, Dave is a lieutenant in the Providence M. C. and an all-around booster.

ORDER FLYERS BY TELEGRAPH

MILWAUKEE, Wis., Jan. 8.—The A. O. Smith Co., makers of the Smith Motor Wheel and Smith Flyer, are busy filling telegraph orders from many of their agents and distributors. H. T. Cummings, who handles the company's motor wheels and flyers, wired on December 31 for two Smith Flyers and motors complete and the company rushed one to him immediately. Again on January 2 he wired for two more flyers. Jimmie Caldwell, located at Amarillo, Tex., wired for a Smith Flyer on January 1.

The

Reading Standard

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS, let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for catalog

READING STANDARD COMPANY
501 Water St. Reading, Pa.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE

"H"

WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

I am the Repairman—

"I always did like the New Departure. It's been a good brake since I have had my first job.

"The beauty of it is that it's so easy to take down, repair, so few parts and strong ones. It's the quickest to assemble—not like a gig-saw puzzle.

"It's easy to get parts too—and the manufacturers are the fairest I ever dealt with—will make good, often rather than quibble about it.

"You get quick service, too. Parts are shipped out the same day the order or defective parts are received.

"Result—my customers satisfied and good feeling all around.

"The New Departure for me every time."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

THE NEW DEPARTURE MFG. CO.
BRISTOL CONNECTICUT

MOTORCYCLIST TURNS WOLF-HUNTER

Dairyman Riding in from His Farm Near Kansas City Strikes Trail of Marauder and Gets First Scalp Bounty of Year

KANSAS CITY, Mo., Jan. 4.—William Knothe, a dairyman and motorcycle enthusiast, shot a wolf almost within the city limits today while out with his new Indian mount on a trip to this city from his dairy farm near Dodson. Knothe was informed by farmers that a wolf had been seen running along the road, and he returned to his farm for a shotgun. He obtained the gun, and backed up by one of his farm employees, who occupied the tandem seat, Knothe returned to the road on which the wolf had been seen bent on landing the game.

After some skirmishing the hunters came upon the wolf and shot it. Knothe and his companion then swung the prize across the motorcycle tank and carried it into Kansas City, thus qualifying for the first $3 bounty reward for a wolf's scalp to be paid this year. After collecting from the county, Knothe sold the wolf's carcass for $2.50.

"Motorcycle riding is a cracker-jack sport in itself," said Knothe in commenting on the performance, "and wolf hunting is also rather interesting; but when you combine the two sports you certainly are assured of all the novelty and exhilaration that any man can desire."

REVIEWS HIGHWAY WORK

ROCHESTER, N. Y., Jan. 8.—George E. Schaefer, Livingston county superintendent of highways, has published an interesting review of the road work accomplished during 1916. He states that 41 miles of highway were given surface treatment during 1916 at a cost of about $12,000, and that the total cost of maintenance for Livingston county roads for the year was $51,299.99. A considerable part of this outlay was for repairs to roads, which were damaged by the heavy floods last spring.

DENVER THOR PROSPECTS BRIGHT

DENVER, Colo., Jan. 10.—The Western Supplies Co., 1448-52 Larimer street, this city, is calling attention to its stock of new Thors, of which the concern just recently received quite a large shipment. These machines are attracting a great deal of interest and a big year for the Thor in this state is looked forward to by the different dealers.

DISCUSSED HEADLIGHT REQUIREMEN

NEW YORK, Jan. 15.—The Illuminating Engineering Society, of New York City, devoted the evening of Jan. 10 to a lengthy discussion concerning motor headlights, the requirements of design and the adaptation of the lamps to local ordinances and State laws.

MEAD COMPANY REDECORATES

DENVER, Colo., Jan. 12.—The salesroom of the Mead Autocycle Company, of this city, was closed a day or so this week, as its interior was being redecorated.

GIRL RIDER COMES BACK

Miss Frances Loeb Buys Indian and Will Again Compete Next Season

NEW YORK, Jan. 10.—Miss Frances Loeb, who a couple of years ago made quite a name for herself as a competition rider on Indian machines, has decided to come back.

Baker, Murray & Imbrie, New York Indian distributors, have sold Miss Loeb a new Indian outfit which she expects to ride in endurance runs and other contests during the coming season. The same concern has sold a sidecar outfit to Mrs. M. Christiansen, of the Bronx.

BIG STOCK OF PARTS

DENVER, Colo., Jan. 12.—Walter W. Whiting, 1309-11 Broadway, distributor for the Harley-Davidson, has just finished taking inventory of his stock and finds that he has over $7,000 worth of Harley-Davidson parts, one of the largest stocks of Harley-Davidson parts in the entire West.

TURNER NOW IN FRESNO

LOS ANGELES, Cal.—E. T. Turner, formerly of Fletcher & Turner, dealers in second-hand motorcycles in Los Angeles, is now with Chubbic & Ruffell, at Fresno.

SPECIAL MERKEL-SPACHER DISPLAY

ROCHESTER, N. Y.—The Merkel-Spacher Co., Inc., Henderson and Excelsior dealers, announce that they will not exhibit at the coming motorcycle and automobile show to be held January 22-28, but will hold a special exhibition in their salesrooms at 162 Clinton avenue N.

Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours

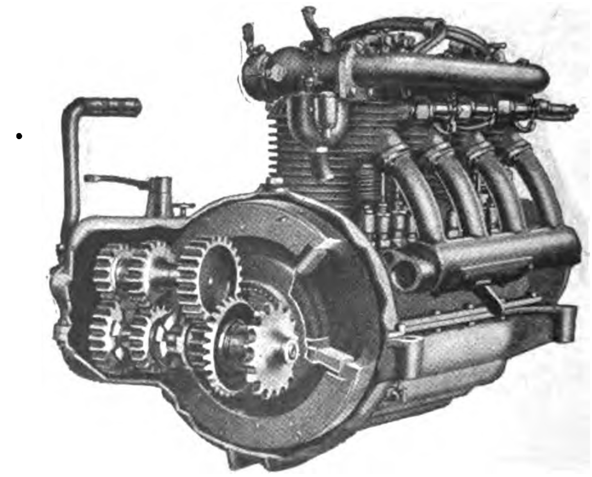
The Neverout
REG. U.S. PAT. OFF.

Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

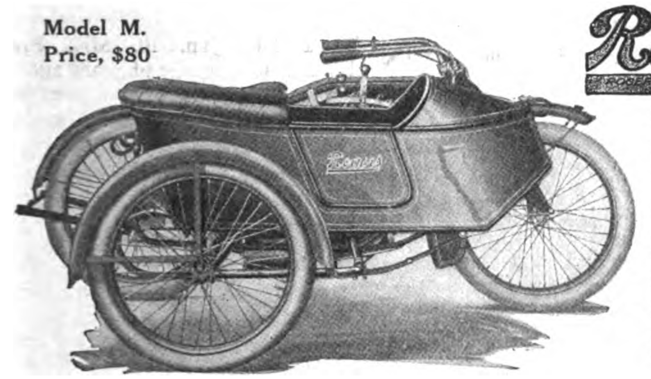
HENDERSON

Thoughtful men know the four-cylinder Henderson *ought* to give wonderful satisfaction and service, after examining its construction. The fact that its performance proves even *better* than they had hoped for makes their enthusiasm still stronger when they become Henderson owners.

HENDERSON MOTORCYCLE CO. Detroit



MR. DEALER—Do You Know There Is a



Rogers Model M Sidecar

to fit the motorcycle you sell

The new Model M is "Tailor Made" to fit perfectly without adjustment the following 1917 motorcycles:

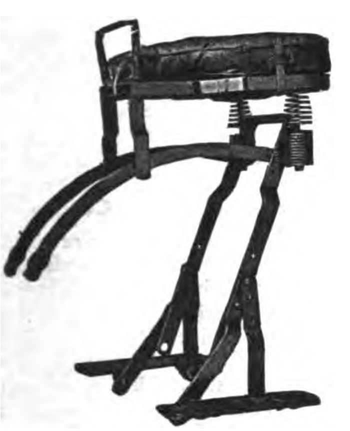
DAYTON, EXCELSIOR, HARLEY-DAVIDSON, HENDERSON, INDIAN, POPE, R-S and THOR

We will furnish our dealers special circulars covering Model M as specially adapted to the particular motorcycle they sell.

The "Tailor Made" Model M is for 1917 motorcycles only. The Model H Universal fits any motorcycle ever built.

Dealers and Riders! Write for circular stating the make and model of machine you sell or use.

ROGERS MANUFACTURING CO. 337 West Madison St.
Chicago
Irving Beck (Service Station), 1691 Park Ave., New York



The F-N TANDEM

has made good on its merits

Four years ago it was first introduced. Today every wide-awake motorcycle dealer stocks it.

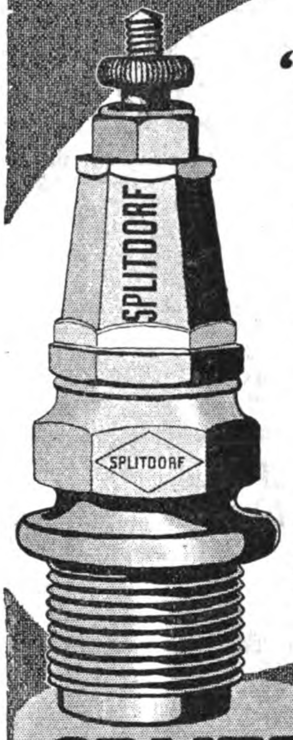
Price, $11.00 Each

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

Advertisements for

MIAMI-MADE BICYCLES

Will Be Reproduced Before Buyers
7,205,046 TIMES
Cash In On This Advertising
Four Lines
RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.



"SPLITDORF SPARK PLUGS are the best made in the United States"

IRA CAREY, Dinuba, Cal.
HARLEY-DAVIDSON

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS
The Plug with the Green Jacket

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

WISCONSIN ISSUED 8,958 LICENSES IN 1916

Increase Over 1915 Shows a Conservative and Healthy Spread of Motorcycle Interest; $546,801.47 for Highway Developments

MILWAUKEE, Wis.—While the increase in the 1916 total motorcycle registrations for the State did not show as big an increase as was expected, in proportion to the increases of other years, nevertheless what additional licenses were taken out indicate a conservative growth of Wisconsin motorcycle riding. The total number of licenses issued was 8,958.

Wisconsin license receipts, for motorcycles and automobiles, are used for highway improvement and maintenance purposes.

After deducting the expenses of administration, 75 per cent of the money collected is returned to the county from which it originated, and 25 per cent is put into the State highway fund. The total of $546,801.47 was collected from licenses during the past year.

It is expected that in 1917 there will be added 1,300 miles to the State highway system, at an expenditure of $4,500,000. The schedule of motorcycle licenses by counties is an accurate method of ascertaining where the greatest amount of highway improvement and maintenance has been conducted in recent years. Some parts of the State are impractical for the motorcycle business, or the automobile business for that matter. The gradual working out of a system of intercommunicating highways throughout the State will mean greater travel in counties not now popular with tourists, and also the sale of more transporation vehicles.

"'TWAS SOME TRIP," SAY HARDY TUCSONITES

Club Riders Made Run to Douglas, Were Royally Entertained and Then Had Their Plans Upset By a Severe Storm

TUCSON, Ariz.—The story of what happened to the bunch of Tucson M. C. riders who started out December 22 to meet the Douglas club for a final conference on plans concerning the Tucson-Douglas road race, which was held December 31, will furnish material for round-the-fire confabs during the remainder of the winter, judging by present indications.

The Tucson bunch started on the morning of December 22 for Douglas, and after traveling 50 miles discovered that they had filled their tanks with "tops"—and said "tops" refused to keep the motors moting. The adulterated gas stopped the machines one by one, and after all kinds of expedients were resorted to the squad finally reached Huachuca. There the boys spent the night, after loading their tanks with honest-to-goodness gas.

The next morning they proceeded towards Douglas and found the Douglas boys waiting to warn them 15 miles outside the city that the speed cops were looking for a chance to rake in some shekels. All hands slowed down a bit and entered Douglas O. K. The Douglas riders played hosts royally and there was nothing to worry about till midnight, when a bad storm hit the district. When the boys turned in they still had hopes of getting under way in the morning, but at daylight it was raining, hailing and snowing—with the wind whistling a gale.

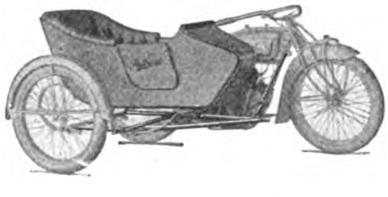
There were arguments pro and con as to whether the bunch should make a start, but they finally got away with a squad of Douglas riders acting as an escort. The weather grew worse and as the riders neared Bisbee the machines were covered with ice and snow, and it became apparent that the homeward run could not be finished. After numerous spills, and 57 varieties of trouble, due to the rain, ice and snow, the parties turned back to Douglas, where dry clothing and shoes, and some other things that were not so dry, helped to restore good humor. The following day they managed to get back to Tucson, but say they one and all—"It was some trip!"

FOR QUARTERMASTER CORPS

SPRINGFIELD, Mass.—As the result of competitive bids the Hendee Manufacturing Company has shipped two Indian Powerplusses to widely separated army posts, where the machines will be used in the Quartermaster Corps. One machine, a Model N, with Presto-O-Lite equipment, was sent to Ancon, C. Z. The other, a Model N with Corbin-Brown speedometer, went to Fort Winfield Scott, Cal.

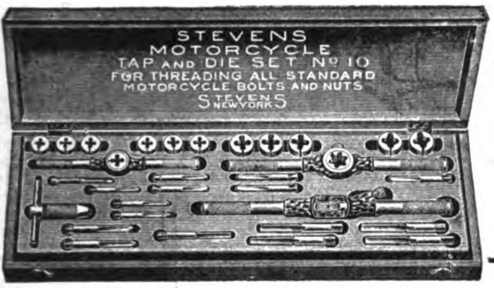
The choice of the experienced rider is
Prest-O-Lite
The Only Practical Light for Motorcycles
The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.
The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT
This Name Guarantees Satisfaction
See that it is on the sidecars you sell in 1917!
Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan



Wherever Ball Bearings are used you will find
STAR
Ball Retainers
Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

BENTON
The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.
L. F. BENTON COMPANY
Vergennes, Vt.



A Good Threading Set

This set is complete—that means it will duplicate the threads on every motorcycle on the market. There are 13 adjustable dies, 15 machine tops, 2 stocks, 2 wrenches and screwdriver. We have made sure this set is right in quality. Set in hardwood case. Price $10.00. Discounts from your jobber.

Mfrs. of Bicycle, Motorcycle Accessories. **STEVENS & CO.** 375 Broadway, New York

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Does More

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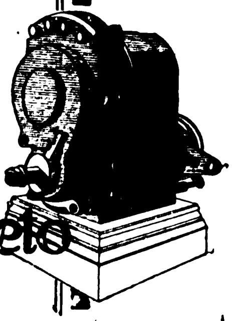
Berling Magneto



Just ask for it on your next motor.

Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

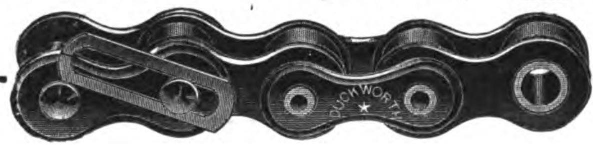
We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$6.50

Complete

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Dept. F SHEBOYGAN, WIS.

MASCO

Ride
MASCO
Tires
-and
Keep
Smiling

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

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DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

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3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

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Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

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Parts for DAYTON and DE LUXE
Repairs and Supplies
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'Phone, 2362 Morningside

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J. C. FOLEY
Agent for INDIAN MOTORCYCLES
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Harley Davidson Motorcycles and Bicycles
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INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
ver Berckheimer, Prop. V. C. Pelezzaro, Mgr.

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Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
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Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

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NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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Brooklyn Distributor
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Tel. Decatur 1754 Tel. Cypress 4700
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FRANK P. BAKER
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Indian Motocycles
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Smith Motor Wheels—Iver Johnson Bicycles
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THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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1831 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
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THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
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DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
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INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
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EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
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Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
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CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

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CITY SUPPLY CO.
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BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.

Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

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1834 Broadway, New York.

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NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines.
Special attention to dealers.

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Get our catalog "C" describing all supplies for your machine at money saving prices.

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ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Excelsior Short-Coupled Ported Racer, only used four times, good as new. If interested write at once. Best offer takes it. W. E. McFarland, 2816 Col. Ave., Anderson, Ind.

FOR SALE—1916 Harley-Davidson, horn, Prest-O-Lite tank, lamp, and F-N tandem, run less than 2,000 miles. Everything in good condition. Price $230. Chester Ickes, Reynoldsdale, Pa.

FOR SALE—1916 model Indian, lamp, tank seat, horn, all $225. 1915 model Indian, new condition, $150. Both 3 speed. A. E. Palmer, Port Jervis, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

FOR SALE—1916 3 speed Indian twin. Bought August 5. Never punctured. Never let fall. Looks and runs like new. I want the 1917 Olive drab finish. Price $200. J. W. Phelps, Le Roy, Ill.

FOR SALE—Twin Indian, cradle spring frame, two-speed, electrical equipped and just overhauled. New gears and clutch, $130. (Call or write.) H. Lockwood, 372 Communipaw Ave., Jersey City, N. J.

FOR SALE—1912 Twin Indian, good condition, Prest-O-Lite, footboards, 3-inch tires, auto inner tubes, exhaust horn; $45. Also one 1915 H.-D. sidecar, $40. R. L. Myler, R. No. 1, Box 64, Caruthersville, Mo.

THREE singles, two twins, Henderson, Smith motor wheel. Three watches. Exchange for automatic shotgun, trapgun, bicycle, anything. Stamp. Lee Howell, Jr., 217 Chestnut St., Evansville, Ind.

1916 7-h.p. Indian, two-speed, spring frames...	$175
1916 9-h.p. Eagle twin, equipped............	85
1913 7-h.p. Indian, mag., spr. fr., foot boards.	90
1913 8-h.p. Harley-Davidson	90
1914 9-h.p. Eagle, foot boards, fully equipped.	95
1915 9-h.p. Harley-Davidson, fully equipped...	135
1914 7-h.p. Pope, a dandy..................	90
1913 7-h.p. Indian, like new................	95
1915 7-h.p. Indian, two-speed, equipped.......	135
1915 9-h.p. Eagle, two-speed, equipped........	155
1914 9-h.p. Eagle, like new, equipped.........	140
1915 7-h.p. Indian, two-speed, equipped.......	125
1916 Powerplus Indian Electric, equipped.....	225

We have a few good machines that have not been paid for that we will sell for the balance due.

We have also a few good singles that we will give away to anyone sending us $15 to pay for crating and time in getting ready to ship.

GROUT MOTOR CO.,
791 River Street, Mattapan, Mass.

SLIGHTLY USED PARTS at less than half. We tear up hundreds of motorcycles and sell the good parts cheap. Bosch magnetos, $4 to $10; cylinders, $3 to $7; frames, $2 to $10; pistons, $1. All other parts in proportion. No catalogues. Write for prices. Van's Motorcycle Wrecking Shop, 101 West 10th St., Los Angeles, Cal.

HELP WANTED

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

WANTED SALESMAN—Capable and energetic salesman, who has had successful experience in handling motorcycle or bicycle lines, to place Cyclemotor agencies in Middle West territory. Excellent opportunity for a man who can show results. Give full information in first letter. W. C. Langdon, Box 315, Fargo, N. Dak.

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FOR SALE—Best, old-established paying bicycle, motorcycle and phonograph business in Florida (southland). Population, 10,000. Selling reasons, sickness and wish to retire. Address Rex, care of Motor Cycle Illustrated.

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BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

INDIAN CYLINDERS rebored. Fitted with new pistons, $5.00. A. E. Palmer, Port Jervis, N. Y.

WE WILL pay 20c. for each copy of the Jan. 27, 1916 issue of Motorcycle Illustrated received before Feb. 1. Motorcycle Illustrated, 13 Park Row, N. Y.

WE WANT a number of copies of the Oct. 5, 1916, issue of Motorcycle Illustrated. We will pay 15c. each for every copy received before Feb. 1. Motorcycle Illustrated, 13 Park Row, N. Y.

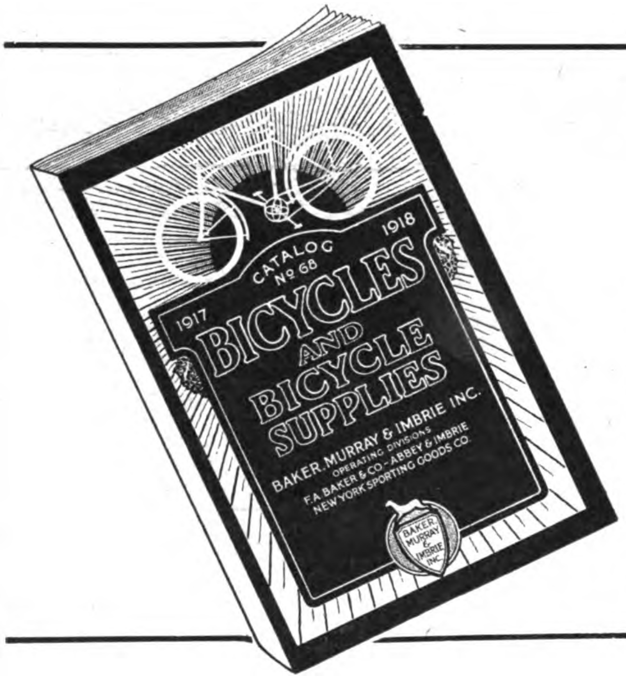
WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa.

WANTED—Pair small size 1915 Harley tanks. Box 1689, Atlanta, Ga.

AT 1635 Myrtle Ave. and Woodbine St., motorcycle garage; capacity, 30 machines; opening February 1. Apply now for space, $1.50 month. Raedel, 2363 Myrtle Ave., Brooklyn, N. Y.

January 18, NEWS 1917

Baker, Murray & Imbrie INC.


CATALOG Nº 68
1917 1918
BICYCLES AND BICYCLE SUPPLIES
BAKER, MURRAY & IMBRIE INC.
OPERATING DIVISIONS
F.A. BAKER & CO.-ABBEY & IMBRIE
NEW YORK SPORTING GOODS CO.
BAKER MURRAY & IMBRIE INC.

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WE'VE made it a recognized bicycle dealer's encyclopedia. Size 6 x 9—over one hundred pages. And complete? Bicycles, bicycle sundries, bicycle tires and—you'll appreciate this—a full list of parts for all coaster brakes and lamps as well as a comprehensive line of small tools and accessories.

With each catalog the dealer will be supplied with a confidential trade price-list, quoting net figures to dealers.

Send us your name so that we can mail you this new 1917 book as soon as it is ready.

Skates—Skates—Skates!

We can make immediate deliveries on Winslow Skates as follows:

Screw on Hockey Skates, to retail for $3.75 and $4.00

Canadian style Screw on Hockey Skates to retail for $1.50

Special welded steel—Nickel plated Screw on Hockey Skates to retail for $3.75 and $5.00

A limited number of Screw on Hockey Skates—Cast steel runner — bright finish to retail for $1.00

College style Hockey Skates to sell for $4.50

Clamp Hockey Skates to retail for $1.75, $2.25 and $2.75

Clamp Hockey—Canadian Style—to retail for $1.75 and $2.25

Clamp Club Skates to retail for $2.00

Get our net prices on these. Overnight shipments if desired.

Indian Grips Priced Lower Than Ordinary

We have just purchased from the Hendee Mfg. Co. 7500 genuine Indian style motorcycle grips. These have the Indian head stamped on the end and bear the Hendee Mfg. Co.'s name. We can furnish these in one inch only. We bought them at such a price that we can offer them to dealers at a very, very low figure.

Motorcycle Headlights—Special Low Price!

Only one thousand in the lot. They'll go too fast for us to list them in our catalog. Two sizes. 8 inches diameter—4½inch lens. 6¾ inches diameter—4½ inch lens.

Made throughout of steel. Finish, full black enamel that will not chip under heat.

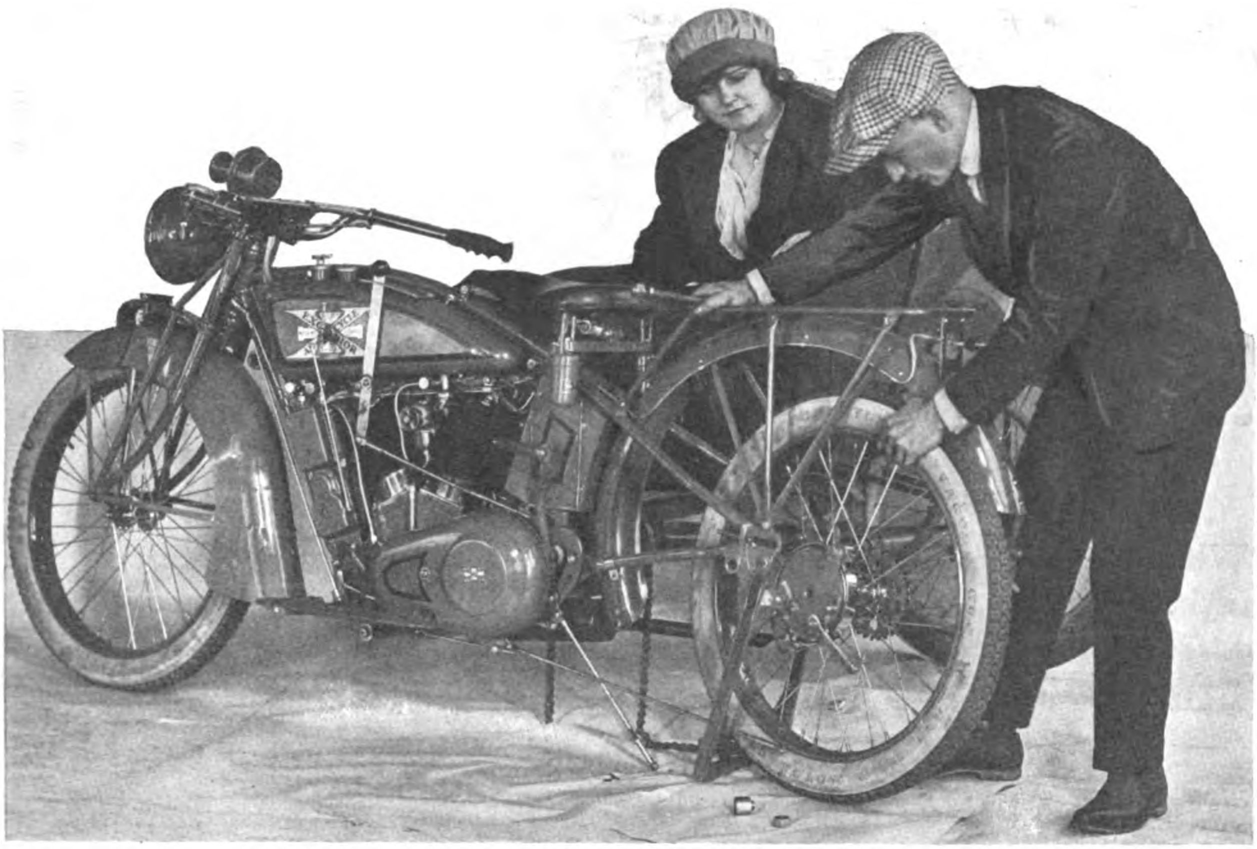
Quick action needed if you want your share of these lights. Write for the low quotation on these.

OPERATING DIVISIONS

F.A.Baker & Co. New York Sporting Goods Co. Abbey & Imbrie.

10-15-17 Warren St., New York City

A Detail of Convenience



Every motorcycle user knows what it ordinarily means to remove the rear wheel for tire repairs.

In the Model 18-3 EXCELSIOR it is only necessary to disconnect the drive chain and brake connections, all of which may be done in two minutes or less, withdraw the slip axle, a matter of another minute, and then roll the wheel out to the rear, the height of the stand and location of the mud guard braces being such that this is quickly and easily accomplished.

Whether the machine be ridden solo or sidecar equipped, it is equally easy.

No Lifting a Heavy Machine
No Necessity for Tipping with Consequent Loss of Gasoline and Oil
No Back Breaking Exertion at Any Time

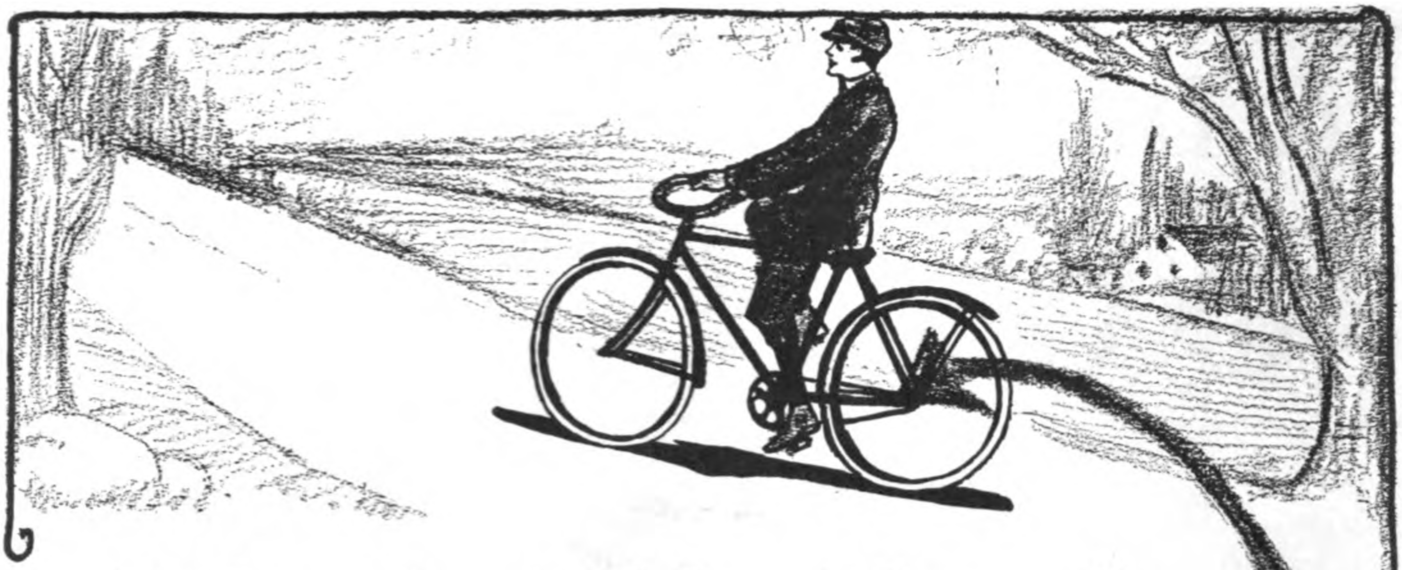
Wheel may be removed and replaced in a total of less than five minutes with no hard or dirty work on the part of the user.

Eliminates 90% of the terrors of tire trouble and enables convenient use of endless inner tubes.

This is just another Exclusive Detail of EXCELSIOR convenience.

Watch these pages for others or see your dealer.

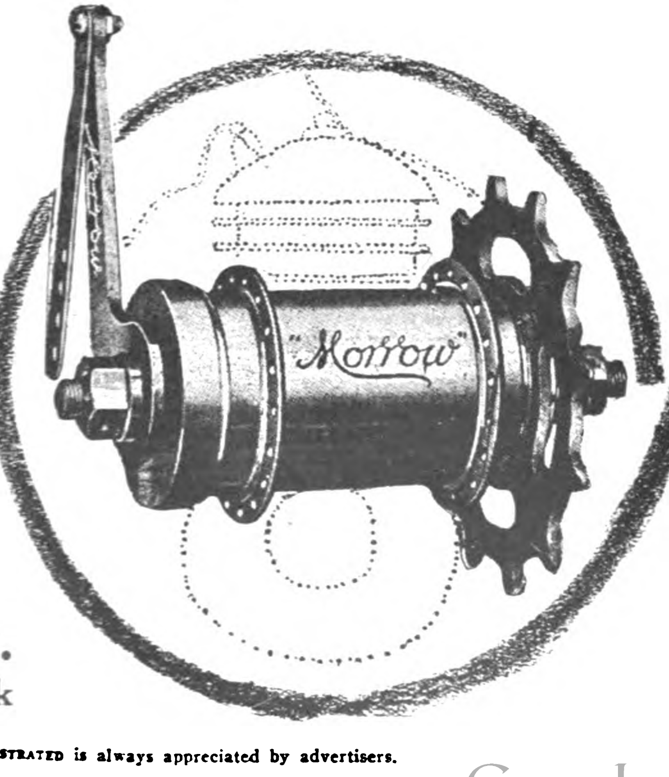
Excelsior Motor Mfg. & Supply Company
3703 Cortland Street **Chicago**



"The Invisible Motor"

"When I climb on my wheel and begin pedalling, I seem to start some invisible motor that boosts me along with an uncanny smoothness and ease. I hardly seem to be pedalling, so smooth is the action of my MORROW Coaster Brake." That's what one enthusiastic rider said of the

Morrow



A demonstration of a bicycle with the MORROW Coaster Brake means a *sure* sale. Not only because of the sterling MORROW reputation, the result of more than 18 years of conscientious brake building, but because of the almost incredible sense of gliding luxury made possible by the ball-bearing action of the MORROW. No bicyclist knows to the full the ease of bicycle riding until he has mounted a wheel fitted with the MORROW.

SEE TO IT THAT HE DOES, DEALERS

Eclipse Machine Co.
Elmira New York

5079

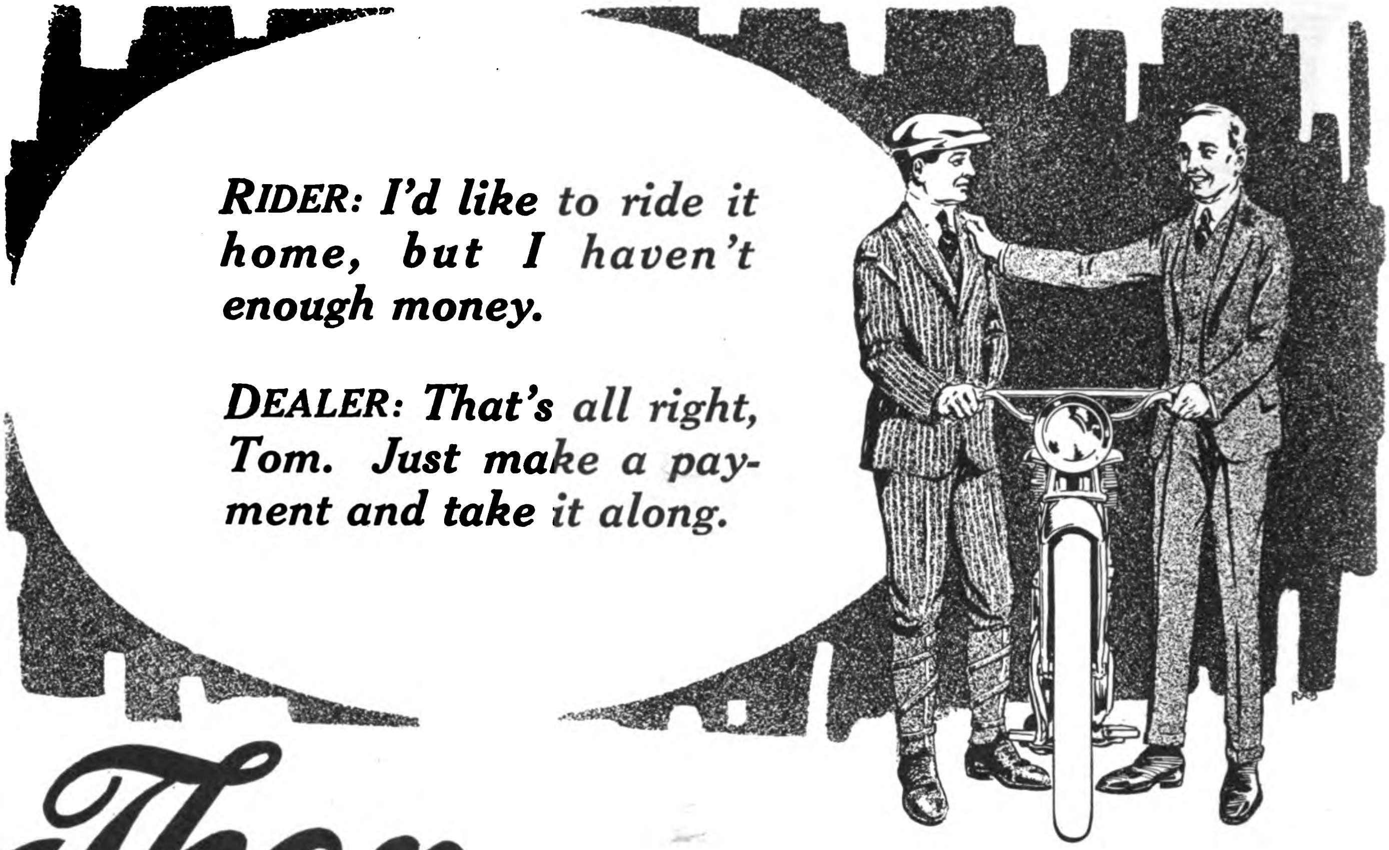
IN ten weeks we have sold 5079 Harley-Davidson bicycles.

A good share of this business has come to us unsolicited, which is indeed a tribute to the buying public's confidence in the quality of Harley-Davidson products.

We are putting Harley-Davidson bicycles on the map in a way that is in every sense in keeping with Harley-Davidson methods, and when the 1917 selling season is at its height Harley-Davidson bicycle dealers will be doing a business that we believe will be the surprise of the trade.

It will pay those who feel that they are qualified to sell Harley-Davidson bicycles to get in touch with us at once. We are fast closing the most desirable localities.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



RIDER: I'd like to ride it home, but I haven't enough money.

DEALER: That's all right, Tom. Just make a payment and take it along.

Thor

Dealers Are Able To Do This Without Risk To Themselves

Think of the tremendous number of young fellows in your city who are now live prospects since the Thor 1917 Sales Policy has gone into effect! No more need you turn away buyers because they haven't the full purchase price. Or, on the other hand, no more need you lie awake nights sweating over outstanding accounts!

Thor agents can now sell on time realizing an immediate profit on an installment sale without the financial burden attendant upon this class of business. Imagine the gigantic proportions to which your business can grow with no greater capital than before.

Get the confidential particulars of this good news. Get it quickly. Then obtain a Thor agency. The new Thor is absolutely the finest piece of motorcycle mechanism ever constructed. This fact together with our wonderful Sales Policy will increase your profits far beyond your highest previous expectations!

Don't Delay a Minute!
Write or Wire—Today!

AURORA AUTOMATIC MACHINERY COMPANY
Oldest Motorcycle Manufacturers in the World
GENERAL OFFICES: THOR BLDG., 1307 MICHIGAN AVE., CHICAGO
Sales Offices and Works: 361 W. Superior St., Chicago Pacific Coast Branch: 61 Fremont St., San Francisco

BLUE STREAKS

Consider Our Name

Every product made by The Goodyear Tire & Rubber Company must be without flaw before it can go into the world bearing the jealously guarded name of Goodyear.

This principle is so universally recognized by the public that the name of Goodyear has come to stand for high quality everywhere.

Goodyear Blue Streak Bicycle Tires are only one of the many superior products so recognized.

And the dealer who recommends and sells Goodyear Blue Streak Bicycle Tires may be sure the public will accord to him all the prestige he deserves in linking his name with such a favorably known product.

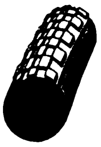
Be known as a Goodyear dealer.

Cash in on the reputation that may be yours by linking the nationally known name of Goodyear with the local good-will you enjoy.

Sell Goodyear Blue Streak Bicycle Tires.

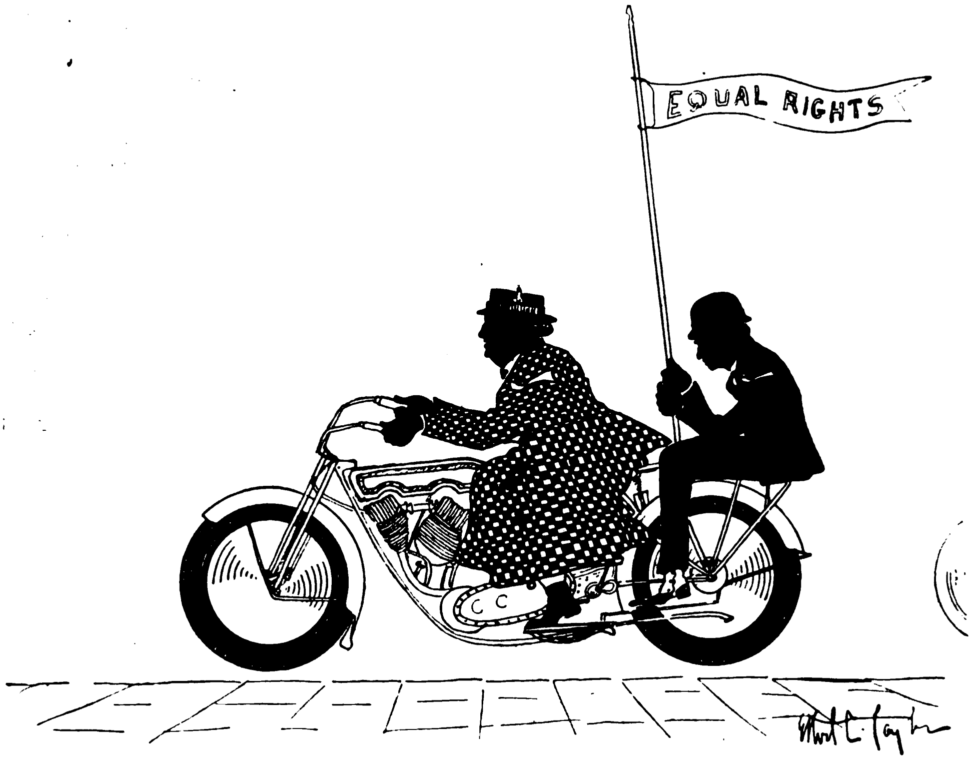
The Goodyear Tire & Rubber Co.
Akron, Ohio

$3.00
each
Since Jan. 1



Guaranteed

GOODYEAR
AKRON



Mr. and Mrs. Longwed Lead the Procession

United States 'Usco' Tread Motorcycle Tires

lead the procession of all motorcycle tires.

In anti-skid qualities and in long service they travel 'way out front.

You can keep 'way out front in sales by stocking up on United States 'Usco' Tread Motorcycle Tires.

United States Tire Company

1790 Broadway, New York

MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 13 **January 25, 1917** **Number 4**

Uncle Sam Needs You

Plan Is Offered for National Motorcycle Reserve to Train at Encampments Each Summer and Be Ready for Service in an Emergency

Does the Idea Strike a Note of Appeal with You?

By ARTHUR CHAPPLE
Sergeant in First Motor Battery, N. Y. N. G.

IS there any good reason why Uncle Sam should not have the backing of a Motorcycle Reserve, on a nation-wide basis and made up of experienced riders who are willing to attach themselves to National Guard units and undergo a certain amount of training each year? The writer has given the situation much thought and has arrived at the conclusion that there is no serious obstacle in the way of such a plan. Assuming that this is true, why wouldn't it be a fine thing to have the F. A. M. officials feel out the Federation members throughout the country at once with a view to giving the idea formal approval?

If sufficient sentiment is found in favor of a Motorcycle Reserve, President Falor, of the F. A. M., will be in a position to make an official proffer of co-operation by the entire body of affiliated motorcyclists in the country, and there are strong indications that such a move would jibe well with the present mood of army experts. The motorcycle has made many friends in military circles in this country during the past year, and army men would doubtless welcome any arrangement designed to place at Uncle Sam's call a big force of seasoned riders.

Sounding the Sentiment

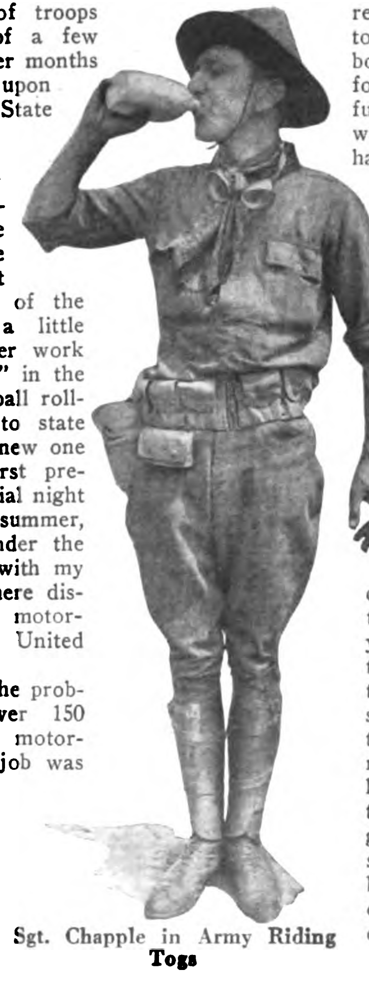
It ought to be a fairly simple matter to get a line on the sentiment of motorcycle riders with reference to the proposed National Motorcycle Reserve by communicating with clubs and leading dealers, and by enlisting the factory travelers in the movement. It is only fair to say that a creditable percentage of the motorcyclists in each State must be brought to the point of showing some real interest in the proposition before it would be worth while to take the matter up with the folks at Washington.

At the present time we have an "Officers' Reserve." This is composed of members of various State and national training camps who have qualified by competitive examinations for commissions. When they have done that they are admitted to the Reserve Officers' Corps. These officers are only eligible for active service once a year; in other words, they do not command any bodies of troops except for a period of a few weeks during the summer months when they are called upon to report at the various State encampments.

How the Idea Originated

A National Motorcycle Reserve could be formed along the same general lines, and it would, in the opinion of the writer, require only a little straight-from-the-shoulder work by the "powers that be" in the F. A. M. to start the ball rolling. It may be well to state that this idea is not a new one with the writer. It first presented itself on our initial night in Camp Whitman last summer, after I had crawled under the flap of my "pup" tent with my "bunkie" and we lay there discussing the outlook for motorcycle service in the United States army.

We were up against the problem of converting over 150 green "rookies" into motorcycle experts, and the job was a corker. It dawned upon us finally that it would be a good deal better to enlist real motorcyclists and give them the necessary military training than to pick out soldiers and try to turn them into motorcyclists. You can't expect a new motorcycle rider to tackle the kind of "rough stuff" that is passed out every day during manoeuvres to the cyclists; it takes a seasoned man to get away with it.



Sgt. Chapple in Army Riding Togs

It is hard to convey to the reader the difficulties that had to be overcome in training a body of patriotic but uninformed young stalwarts into full-fledged motorcyclists in a week or two. If these lads had put in a season or two on the roads they would have undergone just the kind of training that would fit them for army tests, but not having profited by such training some of them had a hard time of it.

Prepared for an Emergency

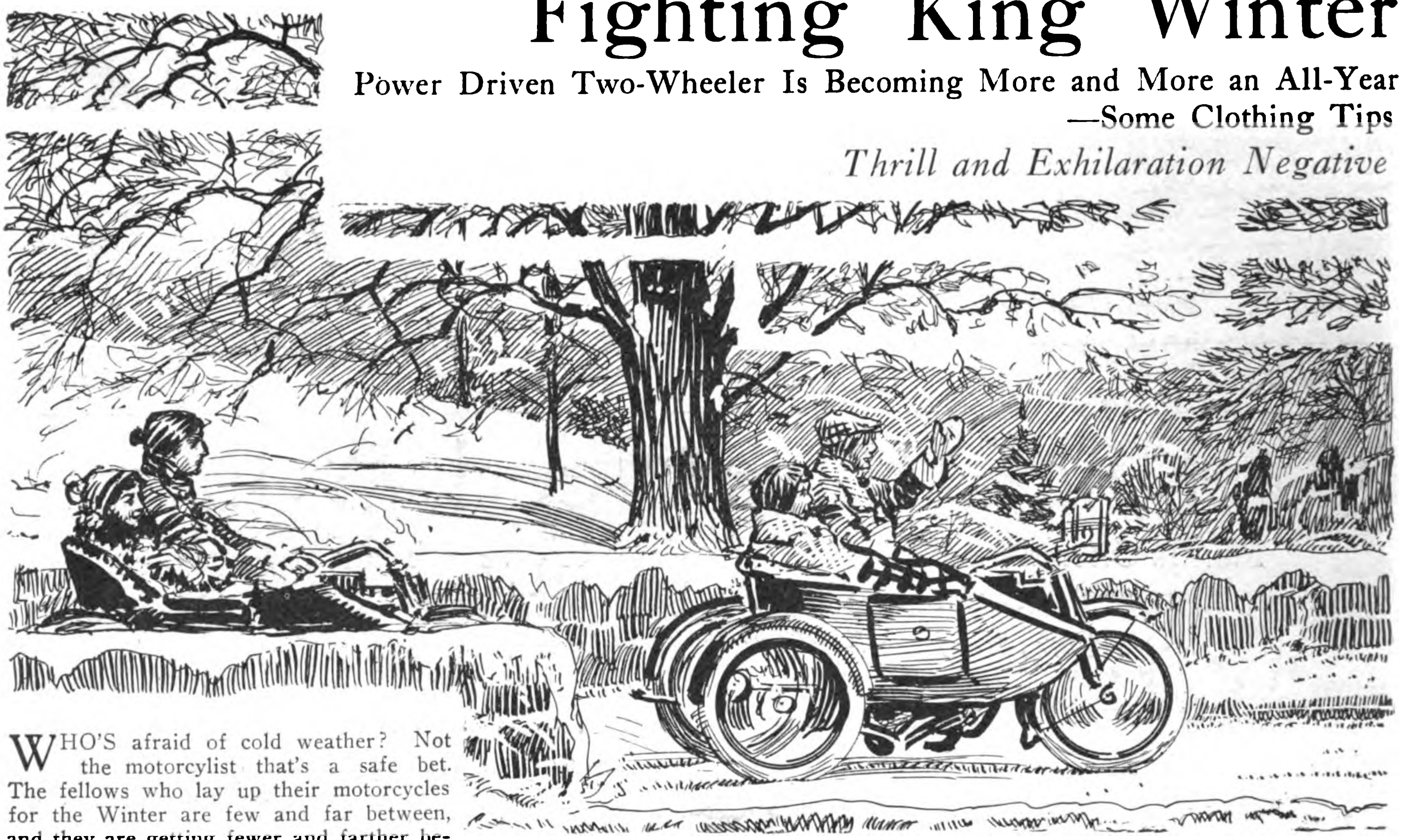
If Fate should decree that the United States must be involved in a war some time in the future, there would doubtless be an early call for motorcycle volunteers. Daring and patriotic young men from all parts of the country would then step to the front and offer themselves and their machines for the service of the government, but these chaps would lack any knowledge of military affairs. They would be good motorcyclists, but poor soldiers. If they had only benefited by a short period of army training in camp each summer, they would be

(Continued on page 36)

Fighting King Winter

Power Driven Two-Wheeler Is Becoming More and More an All-Year —Some Clothing Tips

Thrill and Exhilaration Negative



WHO'S afraid of cold weather? Not the motorcylist that's a safe bet. The fellows who lay up their motorcycles for the Winter are few and far between, and they are getting fewer and farther between, with each come around of old Jack Frost.

Take New Year's eve for instance. There were fully a dozen runs of one sort or another promoted in various parts of the country while 1917 was aborning; yet in the East, at least, the little old thermometer was doing its best to pull all the mercury down into the bulb.

A couple of years ago, who would have thought that some 55 people, of both sexes, would turn out at midnight in the midst of Winter in order to ride on a motorcycle over ice-clad roads for 150 miles? But that's what happened right here in little old New York. The amount of interest shown in that "Midnight Run" ran almost as high as if the date had been July 4th and the time 11 a. m.

An All-Year Vehicle

All of which goes to prove that the motorcycle and especially the motorcycle and sidecar combination is becoming more and more an all-year-round vehicle. And by the same token, the motorcycle rider, considered as a type, is growing more and more hardy.

But there's more to it than even that. A goodly number of riders who live in those portions of the country where the snow flies frequently and lays deep, do not ride their motorcycles during the Winter months but for all that they do not sacrifice the pleasure that the sport of motorcycling provides. They just take their motors out of the frames and install them on bob sleds and away they go with all of the freedom that the motorcycle itself provides and with at least a fair measure of its speed and convenience.

Yes, and there are those who do not go even to so much trouble as to remove the motor from the frame. They simply build the motorcycle, complete with the exception of the front wheel, right into the bob sled even as was suggested in the "Motor Snowster" story a couple of months ago, and have every bit as much sport without nearly so much trouble.

A Whole Lot to Learn

There's lots to be learned about this Winter riding and undoubtedly the biggest lesson bears on the subject of keeping warm, for, after all, there's not much pleasure to be gotten out of any sport if one is chilled to the marrow. The lesson is an easy one. Get out on the highway next Sunday and watch the lads—the club fellows, you know who go out in a body over the frozen road surface weather conditions regardless.

You'll find them bundled up so that they look like a bunch of esquimaux, but they are warm and the sensation that comes of speeding along coupled with the spirit of good fellowship that the club ride promotes helps to negative the chill of the breeze even as much, perhaps, as the warm wrappings.

Do they wear B. V. D.'s? Nay, nay, not if they are wise. Most of them will whisper, if you ask them, that they have on two pair of warm and wooly ones as close-fitting as can be. And the pedal extremities? After being well smeared with talcum powder, they are housed in a pair or even two pair of soft woolen socks while some of the Winter riders go in for thick heavy and long woolen bicycle stockings that afford greater protection for the limbs.

Outside Clothing

Top that off with a pair of corduroy trousers, a woolen shirt, spiral puttees over good heavy army or walking shoes, a sweater beneath a heavy jacket with a good warm mackinaw over the whole and you can pretty nearly gamble that that rider is going to be warm about the body at least. Some of the fellows, the ones who can afford to go in for that sort of thing, wear forestry cloth suits in Winter weights, and once and a while you will see one with a long coat instead of the regulation mackinaw. And that said long coat stunt has its good points, for the extra foot of coat provides a measure of protection for the upper portions of the limbs that the "mac" does not. But of course, length has its limitations, for too long a coat will catch in the places where it should not catch, and will roast a bit on the cylinder flanges or otherwise behave in a manner to try the best of tempers.

For Leg Comfort

For the Winter stuff, there's nothing quite like the heavy weight spiral wool puttee. It certainly does keep the chill from reaching the funny bone and is far more comfortable than the regulation legging. However, a good leather legging or puttee which fits perfectly to the leg will be found quite warm and comfortable, but care should be taken not to pull in the straps too tightly else the circulation will be impeded and the purpose of the covering defeated.

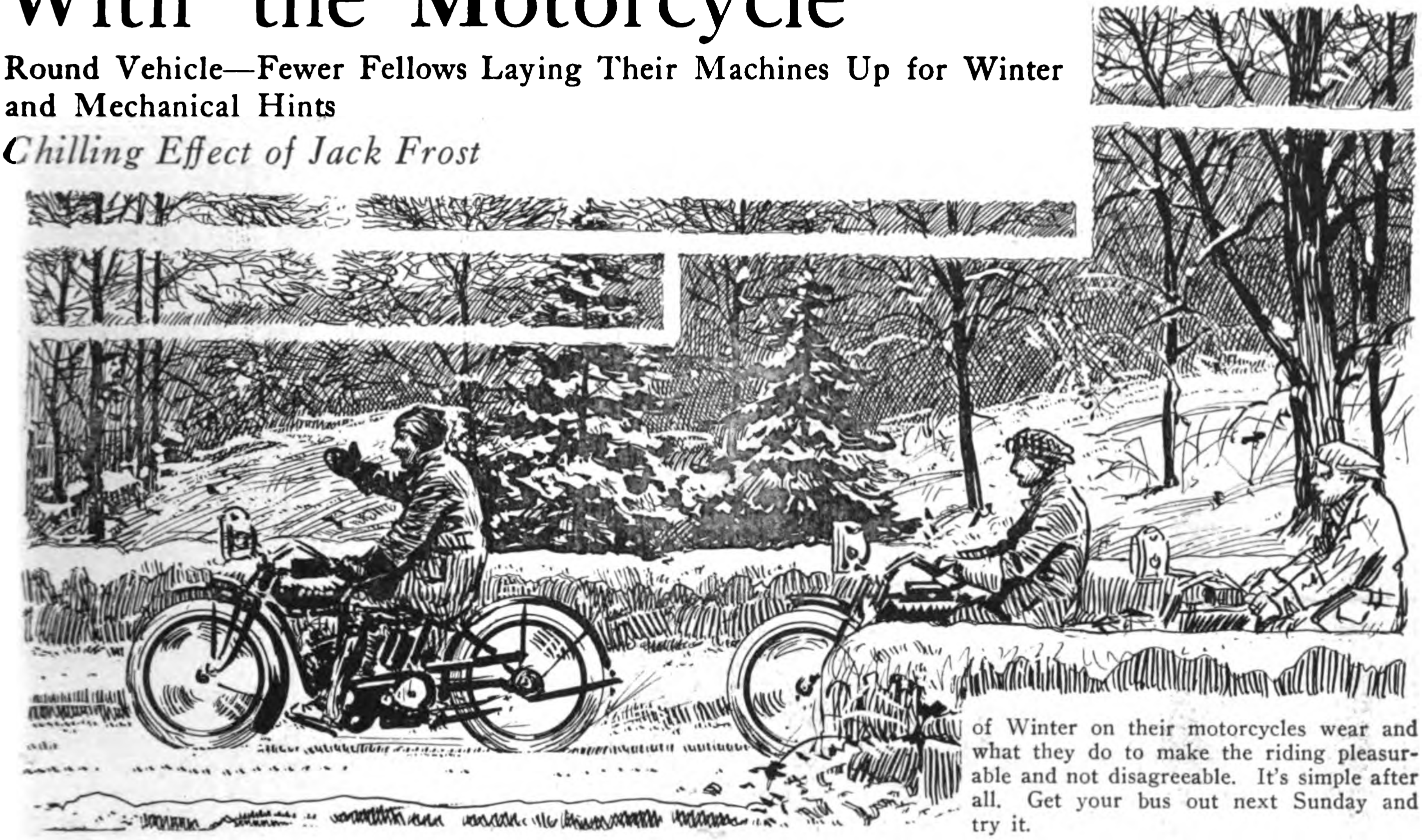
We have not yet considered the head and hands. You will find most of the boys using woolen caps, the pull down sort which cover the whole face save the eyes and nose and which give one that "aviator" look. They are the real things for warmth, and topped off with a nice warm fur cap or even with an ordinary cap are not lacking in appearance either. It is most important, by the way, to keep the face covered for the cold blasts are certain to chill the cheeks so that after a while the whole body gets chilly.

That completes everything save the hands. They are mighty important. Most of the

With the Motorcycle

Round Vehicle—Fewer Fellows Laying Their Machines Up for Winter and Mechanical Hints

Chilling Effect of Jack Frost



riders wear lined leather gauntlets with good large cuffs which prevent the chill breezes from blowing up the sleeve and getting in their good work on the forearm. Others prefer the double glove with a woolen mitten inside that is separate from the outside covering; but in either case the provision of a suitable cuff is of the greatest importance.

The provision of a hand windshield on the handlebar of the machine makes for greater hand comfort and these little devices are for sale at practically all motorcycle supply stores.

Some Mechanical Dope

So much for the clothing. There are other things that want to be looked after for Winter riding. First and foremost, because it tries our tempers most, is the carbureter regulation. It will be well to give the motor a notch or two more on the needle valve during the cold months for the gasoline is less volatile when the thermometer is at low ebb than during the warm Summer months. And, making for easier starting, it is well to use thinner oil so that the machine is more readily kicked over when cold.

Priming is of course necessary. Gasoline will do the trick, but ether is better. It is more volatile and will start the motor readily and will not do any harm. But it should be handled carefully, the can or bottle being carefully stoppered after usage else the fumes are liable to overcome one.

In this connection a little hint that was sent in by a Winter rider is well worth passing on to other of the red blooded motorcycle sportsmen who keep their machines in commission all Winter. He has a perforated rubber bottle stopper just large enough in diameter to fit snugly into the mouth of the priming cup of the motor. When he wants to prime he puts in the stopper and then with a syringe full of gas, he inserts the nozzle in the cork and shoots the full charge into the cylinder.

By this means he is not only enabled to get all of the gas into the combustion chamber, but being squirted there under pressure, it is sprayed into the cylinder so that it is partially vaporized and a more readily fired mixture is obtained.

Care of the Tires

It must not be forgotten that slush is particularly hard on tires, provided that it penetrates under the tread so that casing cuts, however slight, should be taken care of immediately. The best plan is to fill them up with one of the many plastic fillers for that purpose.

Likewise, snow-riding is hard on the front wheel adjustments, and care should be exercised to see that the axle is kept tight and that the cones are properly adjusted for the sidepull encountered in snow-riding certainly plays old bob with them. In this connection it might be said that the substitution of grease cups for the oilers on the front fork rocker arms will be found beneficial, for by using the heavier lubricant the entrance of moisture, grime and dirt to the bearing proper is forestalled to a greater or less degree.

Keep Battery Charged

One more word of caution to the fellow who is going to join the ever increasing army of motorcyclists arrayed to combat King Winter. Remember that a fully charged battery will not freeze even if the temperature drops to several degrees below zero. But one that is discharged, or nearly so, will freeze quite readily. Therefore, keep the battery as close as is practicable to the fully charged state.

Now you have it. The full line-up of what the fellows who defy the cold breath of Winter on their motorcycles wear and what they do to make the riding pleasurable and not disagreeable. It's simple after all. Get your bus out next Sunday and try it.

SWENSON FALLS INTO LINE

Providence Distributor Will Promote Sightseeing Tours

PROVIDENCE, R. I., Jan. 22.—With the thermometer standing at 5 above zero last Friday, B. A. Swenson, the Indian motorcycle man, looked out his windows and said: "Strong, this will be the biggest year for the riders in this city they ever had."

"What's up, Swenson?" was asked.

"Well, I'll tell you. It's like this. **Motorcycle Illustrated** wants to play up the rider this year, so I'm going to follow suit. I've set Edwards, my secretary, to studying Rhode Island history. The result will be a sort of 'See Rhode Island First' affair."

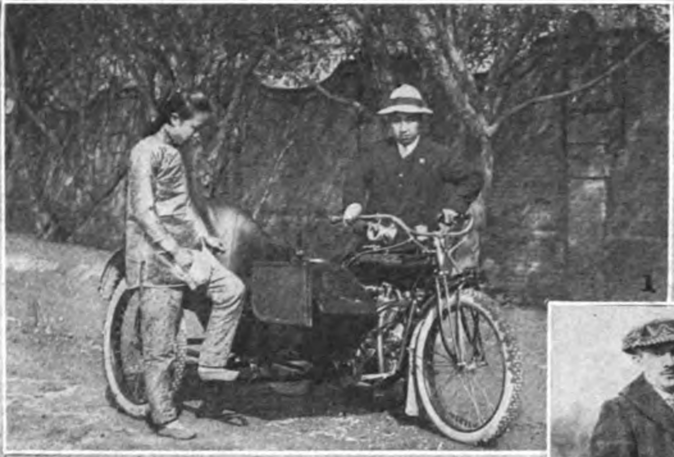
Truth is, Swenson is planning to have a club run at least every other Sunday, and if the weather man is good riders will get in on the joy rides oftener. Plans are now being mapped out by Mr. Edwards for runs to the historical points of interest throughout the State,

Already a run is set to the Great Swamp, where Roger Williams some years ago made his last stand against the Narragansett tribe of Indians. Then there's going to be a trip to Mt. Hope, to the highest mountain in the State, to the pine woods, to Point Judith, to the coal mines in Cranston, etc.

The trip to the Great Swamp has greater charms for Mr. Swenson, however, for the reason that when Edwards told him he had already selected that place Swenson turned and said: "Bully for you, Edwards, my 200-acre farm lies alongside an old Indian burying ground in that neighborhood, but I don't want any dead ones nearer than the dividing fence."

The Weekl

NEWSY EXPLOITS OF THE CAMERAMA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REEL 1.—Scene 1—The sidecar is as pleasing to the feminine enthusiasts in China as it is in our own country. The picture shows **Miss Yih Yu Ing**, Tientsin, China, and a sidecar combination that makes her happy.

Scene 2—A motorcycle and baseball fan of Sterling, Colo., runs this "jitney" outfit to and from the ball grounds and makes good.

Scene 3—Lieut. Paul Wikul, a Russian Army ammunition inspector of Providence, R. I., who uses a motorcycle in his work of keeping tabs on the Allies' munitions coming through the New England plants.

Scene 4—A couple of feminine lightweight enthusiasts from up Massachusetts way, who are keen for their light Pope motorcycles.

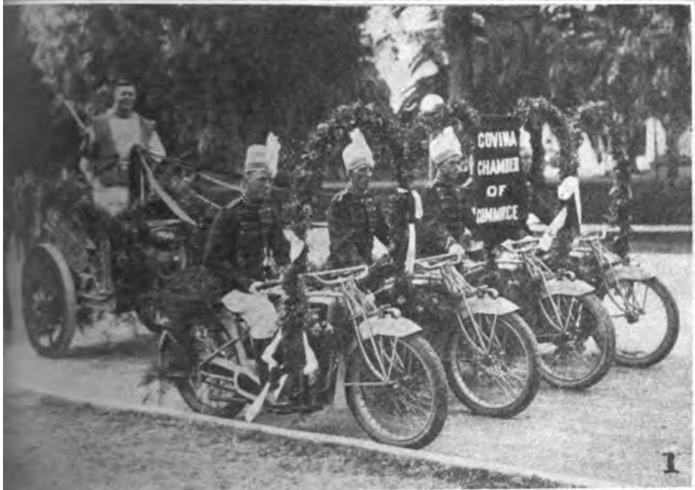
Scenes 5 and 6—"Mutt," a bull mascot belonging to Sergt. Hodges, of Batangas, P. I., who takes keen delight in riding on the tandem of his master's motorcycle. In the second picture "Mutt" is shown in uniform.

Scene 7—A trio of riders of members of "Farthest North" Motorcycle Club of Fairbanks, Alaska.

Scene 8—**Messrs. Uhlman, Hyde and Hoyer, of Dover, N. J., who are consistent motorcycle boosters.**

Motorgraph

PRESENTED IN TWO REELS ~ ~



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REEL 2—Scene 1—These are all boys from the Los Angeles Excelsior agency drawing the Corvina Chamber of Commerce float in the Pasadena Tournament of Roses.

Scene 2—This is Harry Parker of Chicago, who got his 1917 machine in the middle of October last and who has covered close on to 5,000 miles, averaging 1,400 miles per month.

Scene 3—Showing a neat little dodge which William N. Burnett, of the Providence Harley-Davidson agency, uses to attract attention to his demonstrating machine.

Scene 4—John E. Allen, proprietor of the Motorcycle Shop, of Trenton, N. J., who is one of the most progressive dealers in that New Jersey city.

Scene 5—George Gay, of Herkimer, N. Y., is not satisfied with one headlight, he must have a pair. Gay is a consistent Indian booster.

Scene 6—Harry Hubbard, of General Motorcycle Sales Co., of Boston, who rode from that city to the Detroit factory on a Henderson. The photo was snapped in Syracuse.

Scene 7—A gathering of motorcyclists of Baltimore, Md., on an outing at Loch Haven in the same state.

Scene 8—Mr. and Mrs. Sheriden M. Oldham, of Johnstown, Pa., never let a clear Sunday pass by without a spin on this outfit.

6 Weeks on 4 Wheels

BY A.A. Bouton

Camera Incidents on Mr. Bouton's Six Week's Trip

"'TIS an ill wind that blows no man good," runs an old adage. And in the case of the plague of infantile paralysis which infested our home city of Brooklyn, N. Y., and which reached its climax towards the end of last summer, the saying is particularly apt.

For in that scourge, which brought trouble and sorrow to thousands, is found the reason for the trip that brought to me and mine a taste of the joys of motoring that never will be forgotten. We have a couple of youngsters, my wife and I, and as the dread disease prostrated family after family in circles all around our neighborhood we came to a realization that something must be done, and done quickly, in order to save ourselves from a siege of sorrow and an aftermath of regrets. There seemed to be one solution only—leave the city. But how?

How Decision Was Reached

To go by train was to subject the youngsters to contact with a multitude of people; the boat route offered the same obstacle. So we decided to motor and had about made up our minds to invest in a cheap light car when I happened to drop in one day on Ben. Ruderman who handles the Thor motorcycle in Brooklyn. Ruderman happened to have a Cygnet rear car on the floor and was in the act of connecting it up to one of the three-speed motorcycles when I happened in.

The practicability of the vehicle at once appealed to me; it had the capacity of the car I had intended to purchase with the added features of easier handling, and lower operating expense. The upshot of the matter was that I invested in the Thor-Cygnet combination and went home to lay out a route for a trip.

A week later we started out. We have friends and relatives in Bridgeport, so that naturally that figured as the first night's stop. Throughout many of the up-New York State cities we also have relatives and friends and we decided to include each in our itinerary. As we planned it, we would first head for Bridgeport, then cross over to the Hudson and following its course take in Catskill and Albany. From the Capital City our course struck north to Saratoga Springs, Cooperstown, Richfield Springs, Oswego, Phoenix, Syracuse, Cortland, Ithaca, Binghamton, Oneonta and then back again.

Uneventful Start

Our start was uneventful; in fact our first day passed most quietly and we reached our destination as planned. We had one little adventure on the second day out, just as we were coming into Peekskill, however, that kind of made us sit up and take notice.

The roadway was torn up and it was necessary to follow the car track up a steep hill. We had to ride in between the rails on the ties in order to pass up the hill and there was a flagman stationed at the top to hold the cars until the way was clear. He held the car for two automobiles that preceded us, but evidently never saw our outfit, for he released the car and we saw it coming toward us with not the slightest chance of our getting out of its way.

And neither had the motorman a chance to stop it, for the hill was steep and his brakes none too effective. Just in the nick of time some of the road hands rushed over and lifted our outfit bodily from the rails—that's all that saved us.

We had lots of trouble with the health officials at most of the towns and cities we passed through for every smallest "burgh" was on the alert to prevent all possibility of the introduction of the paralysis epidemic in its midst. Most of the officials were reasonable when we pointed out that we were merely passing through and not stopping over, but in some cases even that was not permitted, and we had to make many a detour over bad roads to avoid those villages where the quarantine was prohibitive.

But at that, we had scant reason to regret these little side trips for although the roads off the main travel arteries were not of the best, the scenery in most instances was superb and we saw much that was well worth while that otherwise had escaped us.

A Little Thriller

We ambled into Albany in great shape having had no trouble whatever and only one other exciting incident that gave us a thrill and added to the zest of the trip. That occurred at Hudson, 114 miles from New York, as we were about to take the ferry across the picturesque stream. The road to the ferry was a tortuous incline, and the Cygnet car which I had and which was one of the first models, was not fitted with an independent brake so that the whole strain of holding the machine fell on the brake of the motorcycle. It stood up under the terrific work in fine style until, unfortunately, my foot slipped from the pedal and before I could regain the hold the machine had gained enough headway to negative my best efforts at retarding its downward flight.

In desperation, almost, I jammed the brake on with all my might and locked the rear wheel, but even that failed to check the vehicle until the front wheel brought up sharp against the string piece on the ferry dock—and thank goodness that string piece was there. No damage was done, luckily, except that we lost about six inches of perfectly good tread from the tire on the rear wheel and had to replace the shoe with a new one.

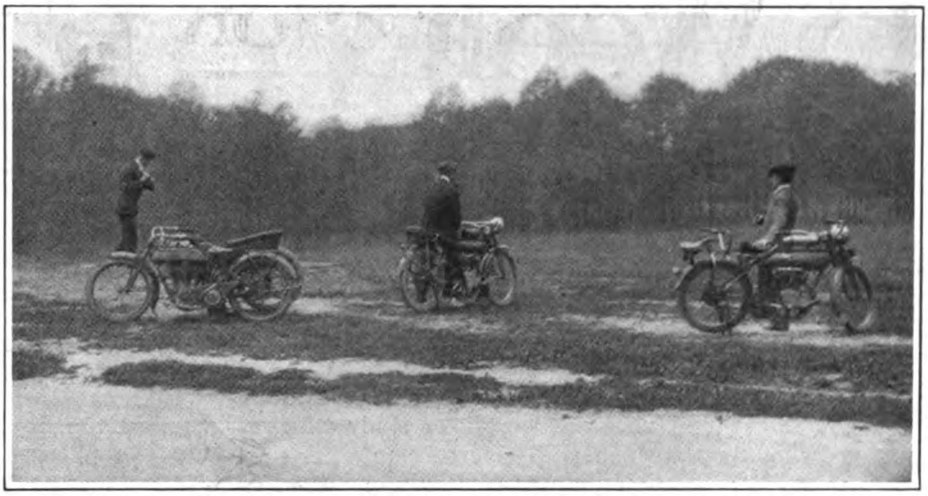
Fifty Miles Going Ten

We went a full 50 miles in covering the 10-mile distance separating Albany from Richfield Springs, the excess mileage being necessary to dodge those towns which put a ban on strangers. We foolishly had made an effort to keep on fine roads despite the detours, with the result that when tire trouble delayed us until after dark at Cooperstown we kind of got muddled and struck about the worst stretch of roadway that it is possible to imagine.

The road from that city led up on the west side of Schuyler Lake—a mighty pretty little body of water viewed in the day time but almost invisible in the inky blackness that nightfall ushered in on that particular night. We had some ten miles of rutty, mud holed road to traverse before we got to our cousin's house on the outskirts of Cooperstown and when we arrived at the dwelling I felt fully capable of writing just as interesting a story about that immediate vicinity as ever Cooper did in his "Leather Stocking Tales."

We sampled the mineral water springs next day and had ample reason to be convinced of their virtue; and then on up Oswego way where we sampled the Great Bear springs. But while on the subject of

THIS WAY TO THE GOLF LINKS!



A Trio of Brooklyn Rider Sportsmen Who Use Their Motorcycles Habitually to Reach the Golf Course at Forest Hills

springs, our most novel experience was at Phoenix where we stopped over for a few days.

At the house where we stopped they had a pump in the rear yard that brought up water from a well that far from being clear as crystal, was as black as ink; and no one in the neighborhood could account for the color. Other wells in the immediate vicinity were normal. The novel well attracted visitors for miles around.

The roads around Phoenix were first rate and during our stay there we visited many points of interest for miles around.

Over Washboard Road

On our way to Ithaca through Syracuse we encountered one stretch of roadway, so called, that wedded me for life to the Thor machine. I am still trying to account for the fact that the little machine was able to pull our heavy load over the ridges and up the steep inclines and I am blessing the motor truck driver who directed us over that route.

When we got to Tully, about seven miles from our starting point, we were told that we had come over the famous "Washboard Road," and we had no reason to scrap with the man who gave it the title. From Tully on we had a fine stretch of road through Cortland and Dryden to Ithaca and we hailed the first signboard saying "This Way to the Big Little City" with keen delight.

There was much of interest to keep us in Ithaca for several days, and we spent our time taking in the sights and especially the Cornell University buildings. It was while in Ithaca that I had a most laughable experience. I had promised to take an elderly lady friend of one of my relatives out about ten miles to call on one of her relations, and those ten miles could not have been more hilly had they been made to order.

Unfortunately we had a chain brake enroute and I was without a repair link so must needs walk back a couple of miles to obtain one. I had left my companion in the rear car, but when I returned an hour later she was comfortably seated under a shade tree eating cake and sipping grape juice provided by a kindly neighbor.

The laughable part came when a few minutes later the repair was made we started off again at a good clip to make up for the time lost. We had gone about half a mile when shrieks of "Stop! Stop!" from behind caused me to release the clutch and throw on the brake in emergency style. Apprehensive, I looked behind when the machine stopped, only to see my companion vainly endeavoring to right her parasol which had blown inside out when I put on an exceptional burst of speed.

We made Binghamton after Ithaca and then headed back for Albany. Things went well and we were enjoying the trip immensely until just after passing through Sidney by some queer freak which I don't suppose could occur again in a thousand years, a stone flew up and broke the three-speed control connection.

Darkness overtook us in the act of rigging up a temporary repair and a kindly farmer from a neighboring house told us to, and helped us, push the machine into his barn and put us up for the night. Next morning we made the repair at his blacksmith shop.

From that point to Catskill, our next stop, we had to travel over some really bad roads and speed was out of the question; the mountain scenery, however, amply repaid us for the roughness of the going. Despite the slow speed we did not come through without a scare. The road was so narrow that we had to turn in from time to time to permit vehicles coming in the other direction to pass.

Another Episode

It was while we were doing this to let a team pass that the front wheel suddenly slipped sideways and before we could realize it, the whole machine plunged down a ten foot embankment and into a stone wall at the bottom. The wall was demolished and the machine stood on end with the motor still running and none of us thrown from our seats.

With the aid of the folks in the wagon and a passing farmer, we managed to disconnect the rear car and negotiate the machine first, and the car later, back up the embankment to the road. There we found to our relief that nothing had been damaged, which speaks well for the quality of the American motorcycle.

Once more before we got back to Brooklyn we had a chance to prove that. I left the machine standing on a grade without taking the trouble to block the wheel. Something started it rolling backwards and gathering impetus on the way, it squirmed down the hill like a snake before any of us could reach it to prevent disaster. It brought up sharply against a tree at the bottom, having run off the road, and the only damage done was the loss of a little of the enamel from the rear of the car at the point where it contacted with the tree.

We righted the machine on the road again, and once more hit the trail for home.

Arrived at Brooklyn once again, we had covered 1,243.3 miles, according to speedometer, and had spent six weeks, practically all of it on the Thor-Cygnet combination. Needless to say, they were the most pleasant six weeks any of us ever had.

A STRONG TURNOUT OF PORTUGUESE MOTORCYCLISTS

Indian Riders of Oporto, Portugal, Ready to Start on a Club Run Arranged by J. J. Goncalves, Indian Representative in Oporto. He Holds Many Similar Outings Annually

EDITORIAL

By J. Leo Sauer

FIGURES SHOW PROSPERITY HERE TO STAY

WE all knew as we progressed through the year that 1916 was a wonderfully prosperous one, regardless of the extent to which each one of us has shared in that prosperity. The figures are now available, and they are simply amazing. They are worthy of study with respect to what they are and with reference to what they promise for 1917, whether the war continues or not. For the financial reviewers, in commenting upon the unprecedented totals to which business in the United States attained last year, are practically a unit in expressing their conviction that it cannot possibly be adversely affected by cessation of the European war.

In 1890, only 25 years ago, our home trade was $8,000,000,000. In 1916, it was $45,800,000,000! Don't try to imagine what that means, because it's impossible; but just reflect upon the fact that this total represents a 40 per cent increase over the business done the preceding year. Also, consider that although our exports jumped from three and one-half to five and one-half billions, an increase of about 54 per cent, they were less than one-eighth of our domestic trade, while that portion of our foreign business which resulted directly from the war, even if most liberally estimated at two billions, amounted in 1916 to *less than 5 per cent* of the business which the American people did among themselves.

In sum and substance, our prosperity is thoroughly American, and it will not be seriously affected by a declaration of peace, no matter how soon that may come. As a matter of fact, Wall Street has in a very large measure already discounted peace and the conditions which will follow it.

Our national wealth is now estimated at $230,000,000,000! What a monumental figure! Bank clearings during the year were $261,000,000,000, an increase of just 39 per cent over 1915. There is only one comparatively small figure in the entire table, and that's just where it's most pleasant to find it, namely, opposite the liabilities involved in commercial failures, which totaled 35 per cent *less* in 1916 than in 1915. Every other 1916 figure is longer, in most cases much longer, than its 1915 counterpart.

For the new year, the outlook justifies the prevalence of every bit of optimism the American people felt when crossing the threshold of 1917. The calamity-howling element received very poor treatment at the hands of 1916, and even worse will be their predicament this year.

TALKING MOTORCYCLES TO THE ELITE

BEGIN right now to concentrate a liberal measure of your selling ability upon certain of the most promising or, to put it in another way, the least prejudiced leading lights in the business, professional and social life of the community. Pick your families, and then keep everlastingly at them. You may, and no doubt will, have to revamp your sales talks, certainly if you have been catering almost entirely to the element which expects a machine to make 80 miles an hour on the road, and climb the side of a house. That method of attack won't make much of an impression upon the type of prospect we are considering. Instead, seek at first to engage his interest by indirect means, even without his having an idea that you are trying to do so. To be more specific, we would suggest that you spend a few hours every week at his favorite places of recreation, high class mountain or seaside resorts in your neighborhood, the golf courses, exclusive hotels and roadside inns, etcetera. And whenever you appear, it should be with the purpose, first of all, of making a distinctly favorable impression with your outfit, your costume; the *tout ensemble,* or the "whole works," to use plain English, should be just so.

And all the while you are putting forth no apparent effort to do business, but simply demonstrating that the motorcycle, when not abused, fits in practically everywhere. Promotion work of this character is needed to induce more men of means to consider the motorcycle for recreation and business. The plan which we are outlining in a general way is an indirect one, and more likely to prove effective than any other. Prejudice must first be done away with before any progress in sales-making can be hoped for.

Of the indirect methods there are many, some of which will suggest themselves to the reader. Others will be discussed from time to time on this page. In practically all of them, the passenger-carrying attachment plays a prominent part, for the simple reason that it serves very readily the excellent purpose of adding tone to the sport. And anything which does that is deserving of every dealer's constant and intelligent consideration.

INSTALMENT SALES PROBLEM SOLVED

THE instalment plan bugaboo cannot any longer find in the store of the wise dealer a single hiding place from which to rear his erstwhile terrifying visage. In cases where such dealers have not discovered a method to finance their own accounts, they have had no trouble in locating individuals or concerns who have willingly taken the job off their hands. The proposition is really an attractive one for both the dealer and financing agency, as well as for the rider. We know, for example, that C. Anthony Wolfe, 1834 Broadway, New York, is looking for more business of this kind, and we recommend that Eastern dealers who feel that they will require assistance in financing their instalment sales this season write for details of his plan. He will gladly tell you all about it, and you will find his business dealings to be entirely satisfactory.

We realize that this reads very much like a paid advertisement, but we assure you that it is not, and we are taking these liberties with our editorial prerogatives simply and entirely in the interest of those dealers who may have found it more or less difficult to solve the instalment sales problem.

JLSauer

DATE FOR NATIONAL GIPSY TOURS

Chairman Lacy Crolius of M. and A. T. A. Educational Committee Will Suggest 200 Tours to Start All Over Country June 16—Small Entry Fees Expected to Draw 20,000 Riders

MILWAUKEE, Wis.—Lacy Crolius, advertising manager of the Harley-Davidson Motor Co., and chairman of the Educational Committee of the Motorcycle and Allied Trades Association, has mapped out full plans for a National Gypsy Tour Day, for which the date of June 16 has been tentatively set.

It is the intention of the committee to so arrange things on that day, which happens to be Saturday, that more than 200 motorcycle tours will start simultaneously at various points all over the country, involving, in the estimation of the committee, more than 20,000 motorcyclists. The riders in most cases will make of the tour a two-day affair and it is expected that fully 4,000,000 miles of motorcycle travel will be rolled up during the two days by the tourists.

Routes in each locality will be chosen which will take the riders through the greatest number of available towns so that a large number of folks will have the motorcycle brought to their attention in a most favorable manner on these two days. Special emphasis will be laid on the matter of neatness, and where prizes are awarded they will be given on this score.

This, stripped to the bone, is the plan which Chairman Crolius has mapped out and which he will lay before the Educational Committee of the M. & A. T. A. at its next meeting. Simply stated, the plan means the staging of the greatest national motorcycle touring event that the United States has ever seen.

To Promote Genuine Sociability

Each individual tour will be a real sociability run. Crolius has drawn up a set of simple rules aimed toward the achievement of that end. One of the rules is a limitation of the mileage to be covered in a single day to an even 100 miles.

By way of adding interest Crolius will suggest the awarding of a bronze trophy to each person participating and finishing. It is his plan to have the intending entrants pay a small entry fee so that the promoters having charge of the local events will have definite assurance that those signing entry blanks will participate and can make their plans accordingly.

By way of giving the tourists a hook into the national motorcycle body it is Crolius' suggestion that the promoters charge an entry fee of 25 cents for F. A. M. members and 50 cents for non-members of the national body. It will be suggested that the Gypsy Holiday be held under the auspices of the F. A. M., but Crolius will propose that the M. & A. T. A., through its Educational Committee, assume full responsibility for pushing the event to a successful conclusion. It is expected that there will be intense rivalry on the part of individual tour makers in the way of obtaining the greatest number of participants.

Applications of those desiring to ride should be made to Advertising Manager Lacy Crolius, care Harley-Davidson Motor Co., Milwaukee, Wis., at an early date, and it is also suggested that the names of folks who are willing to undertake to push the local tours be sent in to the chairman so that he can whip his plans into final shape long before June 16, the date of the start.

PLANS TO REFINANCE THE F. A. M.

Falor, Henderson and Weschler Get Together and Draw Up Recommendations to Be Made to Motorcycle Manufacturers—McConnell Takes Competition Chair—To Incorporate in West Virginia

AKRON, O., Jan. 19.—As a result of a conference which was held at the Hotel Astor, New York, last week between President Shelby A. Falor of the F. A. M., T. W. Henderson, of the Henderson Motorcycle Co., and Frank J. Weschler, of the Hendee Mfg. Co., plans have been formulated to bring to the attention of the motorcycle manufacturers the acute necessity for taking some action to eliminate the $3,500 debt which is embarrassing the present administration. With that debt wiped out, according to President Falor, the F. A. M. will be in a position to carry itself along on its own finances.

New Competition Chairman

Especially is this true since the present administration, which has gone even further than its predecessor in the way of cutting down current expenses. The only salaried officer of the organization now is Secretary-Treasurer Gibson, and the average annual income of the organization of $10,000 is more than ample to take care of both his salary and his office expenses.

A new arrangement has been made for the competition office. John L. Donovan has stepped out and in his place President Falor has appointed R. S. McConnell, of Cleveland, who will manage the competition affairs on a straight commission basis of $2 for every sanction issued. There will be no salary, clerk hire or office rent connected with the job.

The appointment of McConnell is right in line with Falor's policy of centralization, for the new competition chairman, being located at Cleveland, within an hour's ride of President Falor's office, makes possible frequent conferences at practically no expense.

Recommendations to Come

Just what form the recommendations to be made by Messrs. Henderson and Weschler to the motorcycle manufacturers will take is problematical, but from what has been dropped on the subject it is altogether likely that the burden will be distributed on a pro rata basis, according to the outputs of the various factories. Whether this will take the form of a tax of a few cents for each machine shipped until sufficient funds have been gathered to meet the indebtedness, or some other arrangement of similar character, has not yet been disclosed.

Both of the motorcycle manufacturers who were represented at the Hotel Astor conference, as well as President Falor, are fully confident that the plan proposed will be ratified by all of the other makers, making it possible to wipe out the F. A. M. debt before the beginning of the new season.

Legal Action Plans

As for legal action work it is pointed out that President Falor has taken care of all costs incidental to this work from his own pocket up to this time, having retained C. F. Schnee, a well-known Akron attorney, as chairman of the Legal Action Committee. When the F. A. M. debt is wiped out, making some of the regular F. A. M. income available for work of this sort once again, new arrangements will be struck with Mr. Schnee to carry on the work on some sort of systematic basis.

One item of extreme interest to promotors of race meets, endurance runs and other sorts of competition has to do with the administration of McConnell's office. Hereafter when a dispute arises necessitating the presence of the competition chairman it will be up to the man protesting the affair to prepay the chairman's traveling expenses to the scene of the trouble, the bill finally to be paid by the side that is wrong in the dispute. In this way the F. A. M. will be relieved of one of its biggest burdens.

A fair proportion of the $3,500 debt which is hanging over the body represents referee fees, and it is Falor's intention to pay these bills off just as soon as the manufacturers tell him that the money is available. The rest of the debt represents salaries due to paid officials or former officials of the organization.

Two Important Decisions

Two things of note in the way of the administration of the F. A. M. affairs are to be put through at the earliest possible moment. The first one is the bonding of the secretary-treasurer and the competition chairman, who are the only officers who handle F. A. M. funds. The second is the decision on the part of Legal Action Chairman Schnee to follow out the provisions of the national assembly of the F. A. M. at St. Louis in 1914 to incorporate the body. According to Schnee, the full purposes can be accomplished by incorporating under the laws of West Virginia, since this State permits of holding the annual meeting of the body wherever desired, and not necessarily within the State itself.

LIGHTING DYNAMO FROM GENERAL ELECTRIC

Schenectady Concern Brings Out 7 Volt 23½ Watt Machine for Motorcycles—Some Details of Device

SCHENECTADY, N. Y., Jan. 22.—The General Electric Co., which produces headlight and taillight bulbs and a few other odds and ends for the motorcycle industry, is digging a little deeper into the motorcycle trade with a new electric lighting generator for motorcycle use.

The General Electric Company's idea of what an ideal motorcycle lighting dynamo should be, comprises 23½-watt, 7-volt machine in combination with an automatic regulator, which holds the voltage practically constant throughout a wide range of speed.

The generator, which is totally enclosed and therefore waterproof, is gear-driven from the motor shaft. It cuts in and begins to charge the battery at a three-ampere rate when armature speed reaches 1,900 r. p. m. When the armature speed reaches 3,500 r. p. m. the automatic regulator comes into play and holds the charging rate at five amperes for all speeds above that. The outfit is very small and compact.

HALL BUYS BADGER

Deal by Which Detroit Lamp Maker Gets Solar Rights Is Consummated

KENOSHA, Wis., Jan. 22.—The deal by which the Badger Brass Manufacturing Co., maker of Solar motorcycle, bicycle and automobile lamps, generators and other lighting paraphernalia, becomes part and parcel of the C. M. Hall Lamp Co., of Detroit, has been consummated.

That such a deal was in the air, in fact that the C. M. Hall Lamp Co. held an option on the Kenosha company's plant, was reported in the January 11th issue of **Motor Cycle Illustrated.** It is made plain, however, that save for one or two changes in the personnel of the Badger concern things will go on as usual. The Hall company will continue to operate the Detroit and Kenosha plants and will also maintain the warehouse and sales rooms in New York under the management of Harry G. Haft.

FIRESTONE FINANCES

Statement Shows Surplus of Better Than $18,000,000—Some Details

AKRON, O., Jan. 22.—A financial statement issued last week by the Firestone Tire & Rubber Co. shows a surplus of $18,360,848 of assets over liabilities. The statement is recognized by the stock market as exceptionally strong, with net values of $18,000,000 against the company's common stock issued of only $3,000,000.

Included in the liabilities is the $1,000,000 set aside by the company recently for welfare and pension funds.

From the recent issue of $5,000,000 in 6 per cent. preferred, it is stated, $5,008,775 is now in the company treasury, of which $4,000,000 was realized in cash Nov. 6, 1916.

NEW GOODYEAR TRACT

Tire Firm Adds 350 Acres on "Heights" for Employees' Homes

AKRON, O.—In order to accommodate the increased number of workmen at the Goodyear Tire & Rubber Company following the completion of buildings now under construction, a new plot of 350 acres has been added to the original tract on Goodyear Heights. The Goodyear folks will soon build 1,000 houses on the new property, as it is estimated that about 5,000 additional workmen will be needed when the new structures are completed.

The original tract forming Goodyear The homes on these lots were built by the company and paid for on a basis of rent by the employees.
Heights had 436 lots and all are now sold.

HAMMOND IN CLEVELAND

CLEVELAND, O.—F. N. Hammond, recently branch manager of the Goodyear Tire & Rubber Company, at Youngstown, O., is now in charge of the Goodyear branch in this city. He succeeds R. S. Hartzell, who is now in charge of manufacturers' business in Cleveland and vicinity.

VACUUM OIL TO ADD

Three New Buildings Planned for Rochester Works, Costing $235,000

ROCHESTER, N. Y., Jan. 22.—The Vacuum Oil Company is shortly to enlarge its plant in this city, on Exchange street, near the river. Plans have been completed for three structures, at a cost of $235,000.

The new buildings will be a can manufacturing structure, a boiler house and a box factory. In the can manufacturing building, the top floor will have a large lunchroom for Vacuum Oil employees, meals being served at the regular hours. The can factory is to be erected on the site of the building formerly used for the same purpose, but which was badly damaged by fire a short time ago.

In the new boiler house, all grates will be fitted with automatic stokers. The three buildings are to be of reinforced concrete throughout. The cost of construction will total $135,000, and the remaining $100,000 of the sum set aside will be used for equipment.

TITAN TIRES FROM BATAVIA

BATAVIA, N. Y., Jan. 22.—The Titan Tire & Rubber Co., Inc., has just beeen formed here with an authorized capital of $1,200,000. Behind the newcomer in the tire field are Horace Newman, John J. Grey and J. Gerald Kenlon.

"CLOSE UP" OF A MOTORCYCLE RECORD BREAKER

Roy Artley, the Coast Henderson Rider, Snapped Just After He Established a New Sidecar Record of 706 Miles in 24 Hours. His Passenger Is J. J. O'Connor.

GOODYEAR MEN BUT YOU'D NEVER KNOW IT

Thomas and Rowell Visit Dealers and Improve Conditions at Expense of Tire Maker—Forget Tires and Boost Two-Wheelers

T. R. Thomas

John I. Rowell

THERE are two members of the staff of Goodyear who in calling on two-wheeler dealers throughout the country never mention the name of the concern they represent; nor do they endeavor to promote the sale of Goodyear tires or other supplies. Their sole duties are to extend every aid to the dealers on whom they call; to endeavor to make of them better merchants; to show them where they are wrong, if they are not progressing, and to pass along to them the good ideas that they gather in their travels.

They are Thomas R. Thomas and John I. Rowell. Thomas is secretary of the Dealers' Committee of the Motorcycle & Allied Trades Association. For two years he has been engaged in special work among bicycle and motorcycle dealers promoting dealers' organizations. During this period he has worked in many sections of the country and is thoroughly familiar with dealers' problems everywhere. Before taking up his present work he was in charge of the dealers' division of the Goodyear Motorcycle & Bicycle Tire Department.

Rowell has just commenced work in the south where he is cooperating with the United Cycle Trade Directorate in special work among the southern dealers. He is endeavoring in every way possible to awaken new interest in the bicycle throughout the south, and is particularly interested in demonstrating to the dealers the advantages of the selling helps which the Directorate has provided for them. Rowell is also doing everything possible looking to the promotion of bicycle racing—in fact anything to boost the bicycle.

CAMPBELL GETS BACK

"Mid-Winter" Tourist of N. J. M. C. Returns from 1,100 Mile Trip.

NEWARK, N. J., Jan. 16.—Frank E. Campbell, the mid-winter tourist of the New Jersey M. C., has returned home from Savannah, Ga., the destination of his trip.

He covered 1,100 miles in ten days of actual riding, the rest of the time being spent in sight-seeing and waiting for roads to dry up.

Campbell left Newark in a heavy snow storm and it was not until he reached Southern Virginia that he rode clear of the snow belt.

He found the roads at this season of the year almost impassable for vehicles of any kind. Probably the worst mud was encountered in Virginia; North Carolina roads were much better, but the country was more hilly. South Carolina was specializing on sand roads, and Campbell says they give you a lot of experience—and tumbles, too.

While in Savannah he visited the local club boys and spent some pleasant evenings with them swapping experiences. He shipped the machine home via the Savannah Line.

His machine is a Remy Equipped Harley-Davidson, 1917 model with Firestone Non-Skid Tires, and Campbell says the motor never missed an explosion the entire 1,100 miles.

BARNARD SIGNS 21

Excelsior Traveler Closes Agencies in New York State for 1917.

BROOKLYN, N. Y., Jan. 15.—Irving W. Barnard, Excelsior traveller in the East, has signed up 21 representatives for the "Big X" line in New York state. In Brooklyn, A. H. Patterson, H. Hendricks and B. Robbins will handle this make for 1917, while in New York City, Tom Sixsmith has renewed for the fifth consecutive year and A. Steinfeldt and Driscoll & Jeanroy are new agents.

The others are: Edward F. Ryan, Poughkeepsie; F. J. Forrie, Port Jervis; Child Brothers, Amsterdam; W. Schubert, Schenectady; George Lockner, Utica; A. Krebs, Rome; Garnier & Van Nostrand, Flushing; Elliott & Longton, Watertown; A. H. McGraw, Syracuse; Merkel & Spacker, Rochester; L. Rubin, Elmira; B. E. Jewell, Binghamton; D. R. Glayes, Plattsburg; L. Asker, Falconer, and Spencer Brothers, Seneca Falls.

BAUM HEADS EMPIRE

Supplee-Biddle President Becomes Big Man in Trenton Tire Concern

TRENTON, N. J., Jan. 22.—J. E. Baum, a director of the Corn Exchange Bank of New York City and president of the Supplee-Biddle Hardware Co., of Philadelphia, well known in cycle jobbing circles, has been elected to the presidency of the Empire Tire & Rubber Co., succeeding C. Edward Murray. Murray retains an interest in the company and remains on the Board of Directors, while his two sons, C. Edward, Jr., and J. Cornell, are vice-president and treasurer, respectively.

As was told in a previous issue of **Motor Cycle Illustrated**, the company has been reorganized and recapitalized with an authorized capitalization of $6,000,000, of which $1,500,000 of preferred and $3,000,000 common has been issued.

NEW FLXIBLE PLANT

Loudonville Sidecar Maker Takes Possession—350 Cars a Month

LOUDONVILLE, O., Jan. 22.—The new modern factory building of the Flxible Sidecar Co., which has been building for some months past, was put into operation on Monday last on a minimum working schedule of 350 sidecars a month.

The new building is a fireproof modern structure providing every possible convenience and equipped with the most modern of production machinery. With its opening everything has been removed from the old plant with the exception of the offices and a few odds and ends, which will be transferred when opportunity affords.

NO RUBBER MERGER

Reported Combination of "Big Fellows" to Control Crude Denied

NEW YORK, Jan. 22.—Growing possibly out of the presence of company executives in New York City during the week of the Automobile Show was a rumor to the effect that the United States Tire Co., B. F. Goodrich Co., Goodyear Tire & Rubber Co., Fisk Rubber Co. and Firestone Tire & Rubber Co. were about to merge for the complete absorption of crude rubber supply facilities.

That such a merger is in contemplation is emphatically denied in all quarters. As a matter of fact, those intimately acquainted with the rubber situation make plain that the structure of the business as it exists to-day is such as to make such a merger impossible.

BILLS WILL MODIFY BAY STATE LAWS

Two Now Pending Before Massachusetts Legislature Deserve Support of Rider and Dealer—What They Are

BOSTON, Mass—The attention of Massachusetts riders and dealers is centered on two bills which have been introduced in the Massachusets Legislature and which, if enacted into law, will tolerably lessen the cares and burdens of riders in the Bay State. The first one, and perhaps the bigger from the importance standpoint, provides for the abolition of the $3 sidecar tax which has been imposed on the Bay State riders.

This tax has been a detriment to both trade and sport ever since the Massachusetts Highway Commission ruled that the sidecar should be classed as an automobile and taxed accordingly. Just after the ruling was handed down sidecar enthusiasts were taxed not only the $5 regulation automobile tax, but also another $2 for the motorcycle, and were forced to carry double number plates. In 1915, however, the law was changed so that it was necessary to pay $2 for the motorcycle license and $3 for a sidecar, putting the sidecar combination on equal terms with the automobile.

Five-Dollar Tax Too High

Massachusetts riders have always felt, and still do, that the $5 tax is out of all proportion to the amount of damage done to the highways, which is supposed to be the basis on which road vehicles are taxed.

The new bill, if it goes through, will change the definition of a motorcycle so as to include three-wheeled vehicles of the sidecar type and also bicycles fitted with motor attachments, like the Smith motor wheel, necessitating the use of a third wheel.

According to the Massachusetts way of doing things, following every motor vehicle accident, the commission sends an investigator or inspector to go into the details of the accident and determine the causes and settle upon the responsibility. Heretofore, however, for the most part these inspectors have been wholly ignorant of motorcycles and motorcycle conditions. Some time ago when a fatal accident involving a motorcycle carrying a tandem passenger occurred, the inspector made an absolutely ridiculous report to the effect that the tandem passenger shared in the control of the vehicle, and as a result the tandemite lost his license.

With a view of eliminating all chance of a recurrence of a ridiculous decision of this sort there is now pending before the Legislature another bill amending section 26 of Chapter 509, dealing with the investigators, to read as follows:

"The commission shall appoint from time to time competent persons, some of whom shall have had at least three years' experience in the operation of motorcycles, to act as investigators and examiners; it may remove them for cause and appoint others in their places and may determine their compensation and terms of service and define their duties."

Co-operation Is Needed

The Massachusetts motorcyclists believe that with a couple of men interested in motorcycles or experienced with motorcycles as investigators the two-wheeler riders will get at least a measure of justice.

Riders and dealers throughout the State are urged to push both measures for all they are worth. John H. Wing, 131 Myrtle street, Melrose, Mass., chairman of the Legislative Committee of the Bay State Motorcycle Club, has undertaken to furnish all interested parties who write him with petitions to be signed and sent to Senators and Representatives for their districts, and two-wheeler riders are urged to get in touch with him immediately.

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FEE CUT IN TENNESSEE

Pressure Brought to Bear Brings Tax Down to $2.50—Memphis in Doubt

MEMPHIS, Tenn.—Through the combined efforts of motorcycle dealers and the F. A. M. the Tennessee motorcycle registration fee has been reduced from $3.50 to $2.50.

How the boys of Memphis will fare, however, is still in doubt. Last year the city placed a tax of $2 on all machines, making the total registration fee $5.50 for the city riders, and it is expected that this will be continued for the present season, although no announcement to that effect has been made.

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LEMON ON ROAD

Henderson Assistant Engineer Visiting Dealers to Gather Facts at First Hand

DETROIT, Mich., Jan. 22.—Believing that the best source of new ideas and practical betterments is the experience of dealers and riders who are continuously using the machines, the engineering department of the Henderson Motorcycle Company is careful to keep in personal touch with the dealers.

For this purpose the members of the factory's staff of designers make a point of getting out on the firing line frequently, keeping eyes and ears open for constructive suggestions, and holding conferences with dealers in various sections of the country to see if anything further can be worked out to make four-cylinder goodness still more so.

Assistant Engineer Arthur O. Lemon left the Henderson factory today on a voyage of this sort, with the Eastern States as the field in which his investigations will be conducted. He desires first-hand evidence of the way the new three-speeds are doing their work in winter weather in sections where climatic conditions are different from those of Michigan.

Lemon plans to spend a day or two with Henderson dealers in each city he visits, exchanging ideas, seeking suggestions and getting an insight into the riders' requirements and desires.

NEW R-S BRAKE

Reading Firm Finishes Severe Tests on Powerful Hub Construction

READING, Pa.—The Reading Standard Company, maker of R-S motorcycles, has finished final tests on a new double brake hub for its various models. This brake is of new construction and embodies an internal expanding and an external contracting member. It was to have been fitted at the beginning of the 1917 season, but unforseen delays in getting material prevented this being done.

One of the tests had the brake fitted to an automobile carrying a live load of 800 pounds. At a speed of 30 miles per hour, the setting of the brake stalled the motor and brought the car to a quick stop. On a motorcycle, the brake repeatedly stopped the machine within 20 feet from a speed of 35 miles per hour. The Reading Standard Company will be able to furnish this brake in any desired quantity within ten days.

TO FIGHT LEVY

Motor Dealers Combine to Oppose Tax Measure in Texas

DALLAS, Tex.—Motorcycle dealers of Dallas and other Texas cities are preparing to join the automobile dealers of the State in opposing a bill introduced in the House of Representatives at Austin by Representative Beasley of McCulloch County, providing for a tax levy of 1 per cent on the gross receipts of all dealers of motor vehicles in Texas.

A lobby will be formed at Austin supported by automobile and motorcycle men to oppose this bill, which, it is claimed, would place an unjust burden on automobile and motorcycle dealers.

TWO BILLS HOLD COLORADO'S INTEREST

First Provides for Tax According to Weight and Unlimited Speed—Second for Good Road Work

DENVER, Colo., Jan. 27.—Two measures, one for the complete revision of the motor vehicle laws of Colorado and the other bearing on the roads situation, are now pending in the Legislature, demanding the attention of motorists of the State.

The first law, which, by the way, is radical, is sponsored by the Colorado Good Roads Association. It provides for the licensing of motor vehicles on a basis of weight instead of horsepower, and what is even more radical it provides that there shall be no speed limit for power-driven vehicles.

In doing away with the stipulated maximum speed the framers of the bill would have every vehicle driver exercise special care and prudence in driving, and by way of insuring this they provide that full responsibility in case of accident will rest upon the driver's shoulders. In cases where recklessness has been proven the bill provides for a revocation of the license by the Secretary of State and deputized State, county and town officials.

The other bill, which is fathered by the State Survey Commission, provides for the complete reorganization of the State Highway Commission, county roads supervision and all other matters pertaining to the development of good roads throughout the State. Under this provision the commission will be empowered to lay before the people of Colorado a proposition for an issue of $20,000,000 worth of bonds for the permanent establishment and development of good roads throughout the State.

DERKUM VS. OBERT

Coast Boosters for Cleveland Stage Novel Race in Storm Drain.

ALHAMBRA, Cal., Jan. 10.—Just by way of variety, Paul Derkum and his "right hand" Obert, both of Weinstock-Nichols Co., Coast distributors of the Cleveland, staged a race through the 5½ mile El Moline concrete storm drain last Thursday.

Obert won the race, covering the distance in 9 minutes and 18 2/5 seconds. The running time was reduced considerably by the fact that the riders had to cover some two miles of the distance over a cobblestone surface, and the last three miles was over a concrete surface over which there was from three to six inches of slimy mud and water. The drain also has numerous curves, and in taking one of these at high speed Derkum skidded and charged the wall. He lost about two minutes straightening his handlebars. The race was a thriller from start to finish.

Derkum and Obert at Speed in Their Race Through El Molin Storm Drain

AID HIGHWAY PROJECT

Colorado Enthusiasts Will Ask Legislature to Aid Park-to-Park Path

DENVER, Colo., Jan. 27.—State aid for the proposed park-to-park highway is to be asked of the Wyoming Legislature some time this month. Commercial organizations in western States already have indorsed the project, and efforts now are being made by officials of the Park-to-Park Highway Association, formed at a meeting of good roads advocates in Yellowstone Park last summer, to enlist State assistance.

The plan linking all national parks in the West by a standard motor highway was first suggested by Stephen T. Mather, Assistant Secretary of the Interior. The movement immediately found a response in the western States through which it would pass—Colorado, Wyoming, Montana, Idaho, Washington, Oregon, California, Arizona and New Mexico.

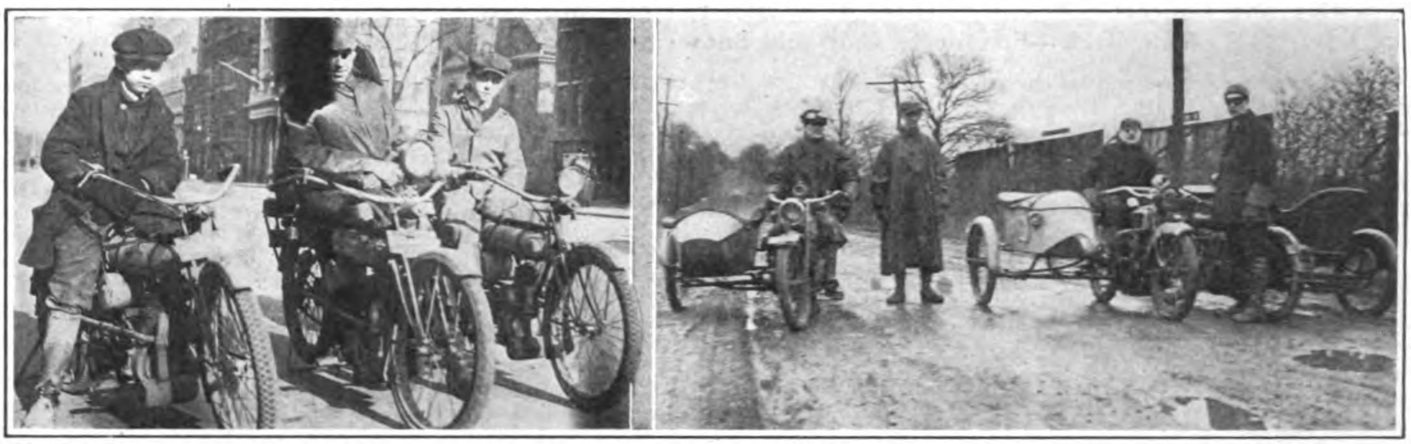
IN NEW QUARTERS

Boston Harley-Davidson Branch Settles in Harcourt Street Home

BOSTON, Mass., Jan. 23.—The New England branch of the Harley-Davidson Motor Company has just completed its moving from 74 Huntingdon avenue to 15 Harcourt street. The new quarters consist of a well-lighted office, a parts department and store room. The premises at 17 Harcourt street are also occupied.

A large stock of Harley-Davidson bicycles is stored in the basement, with access by a door in the rear. Manager Jes Campbell is well pleased with his new quarters, in which everything is arranged to give the highest efficiency.

PHOTO GLIMPSES OF SECOND ANNUAL NEW JERSEY MID-WINTER RUN



Left, Eddie Durning, C. W. Waughop and Milton Schick, the Cleveland Trio; Right, Wintsch, Indian, Passing Netzler, Excelsior, Near Menlo Park, on His Return to N. J. M. C.'s Midwinter Run

Fred Camp, Indian, Second Prize Winner in N. J. M. C.'s Midwinter Run

M. & A. M. SANCTIONS AIR SHOW

NEW YORK, Jan. 22.—Recognizing the increasing importance of the aeronautic industry to members of the body, the Motor and Accessory Manufacturers, which is the big automobile accessory association, has sanctioned the first Pan-American aeronautical exhibition, to be held in Grand Central Palace, February 8 to 15, inclusive. The aeronautical show will doubtless prove of interest to many of the trade folks in the motorcycle industry who make accessories for aeroplanes as well as for automobiles and motorcycles.

LAST CALL FOR NEWARK SHOW

NEWARK, N. J.—Manager Claude E. Holgate has sounded the last call for space applications for Newark's motor vehicle show, February 17 to 24. The closing date for applications is January 25; drawings for space allotments will be made on the afternoon of that day. The show which holds promise of being the biggest ever, will be staged in the First Regiment Armory.

Martin Netzler, of the N. J. M. C., Who Took Part in 21 of the 26 Club Runs Staged During the 1916 Season

ENCLOSED SHOW TICKETS

ROCHESTER, N. Y.—The Wagner-Dolph-Company, Inc., local Cleveland and Harley-Davidson distributor, has sent out to all prospects and users of these machines a circular letter announcing the firm's space number at the local motorcycle and automobile show, as well as two tickets for the same. The firm also sent a special letter to all fire chiefs in the surrounding territory, advising them that a new fire-fighting apparatus of Harley-Davidson make would be on exhibition at the show and enclosing tickets.

ROY BROGAN BEST GUESSER

PATERSON, N. J., Jan. 23.—When it comes to guessing mileage Master Roy Brogan, of 23 Twenty-second avenue, is entitled to the palm. The Indian Motorcycle Agency, at 91 Broadway, promoted a guessing contest and offered a Model 30 Indian bicycle as the prize. A motor drove the front wheel of a bicycle for 25 days of eight hours each, three different sized pulleys being used. A cyclometer registered the mileage and young Brogan guessed 2,390 miles. The actual mileage was 2,388.7. There were 1,870 guesses registered at the store.

HAD PRIVATE SHOW

ROCHESTER, N. Y.—The Merkel-Spacher Company, Inc., handling the Excelsior and Henderson, has just finished its 1917 opening week, the occasion being the holding of the local automobile and motorcycle show. At the premises at 162 Clinton avenue, all visitors were welcomed and presented with souvenirs, and as the firm is not exhibiting at the show, the salesroom was fitted out for a private display of the two motorcycle lines carried.

BUSINESS NOTES FROM BOSTON

BOSTON, Mass.—John A. Lane, head repair man for W. J. Walker, Harley-Davidson dealer, has just returned from the Milwaukee factory where he has been taking the special course in the repair of Harley-Davidson motorcycles which the company offers.

DeLong Bros., Indian dealers, are remodeling the store after the change in firm name and are overhauling and putting in first class shape for the "spring drive" a number of used machines that have been taken in.

BECK GETS SHIPMENT

NEW YORK.—The first shipment of Model M Rogers sidecars has been received by Irving Beck, of the Rogers Sidecar Sales Company, 1691 Park avenue, and the contents are being rapidly distributed throughout the territory. "Sales in this city have increased over 100 per cent over those of last season," says Beck, "while in Chicago, the percentage of increase is much greater."

LEISHEAR SELLS TWENTY-FIVE

WASHINGTON, D. C.—"Lin" Leishear, Washington Indian distributor, has placed 25 of the new Powerplus models to date. He has received the first of the Light Twin models and is now lining up new prospects who are likely to be interested in the baby twin.

FROM ATLANTA TO SPRINGFIELD

Crawley and Lancaster Pay a Visit to the Indian Factory and Will Ride Back—Encounter Cold and Snow

SPRINGFIELD, Mass.—P. O. Crawley and O. R. Lancaster, of Atlanta, Ga., recently completed a ride to the Indian factory in this city on their Powerplus machines. The pair left Atlanta on January 7, intending to ride to Springfield by easy stages and spend some time when there picking up points for the spring sales campaign. Both men belong to the Indian Motorcycle Company in Atlanta.

Passing through Georgia and South Carolina, the pair encountered lots of mud, which in places was so deep as to be almost impassable. Three days out they got their first taste of cold weather, and had real winter until the end of the trip. At Southfield, Va., they were held up for a day and a half by a heavy snowstorm and at Norfolk by a sleet storm for two more days. After leaving Norfolk going was so bad that only 10 miles could be made in one day. The run to New York was over rutty frozen roads and with the cold very intense. They spent several days in the metropolis and then rode to this city, arriving on Jan. 18. They expect to ride back home in a few days.

Neither man had trouble of any kind with his machine. They used Usco tread tires and spoke in the highest terms of them in negotiating the rough roads which they had to traverse.

MOTORCYCLE NO "JUGGERNAUT"

Rochester's Accident Statistics Show It Is Responsible for Less Than 10 Per Cent. of Street Accidents

ROCHESTER, N. Y., Jan. 22.—That the motorcycle is not the big "juggernaut" that the laymen usually picture it is made plain by a study of the figures submitted to Rochester's General Council by the Bureau of Statistics, bearing on street accidents during the year 1916.

There were all told 1,054 accidents caused by vehicles of all types, of which 906 were slight and 48 fatal. Of those that did not result fatally 454, or more than 50 per cent., were caused by automobiles; almost one-half of the fatal accidents—21 out of 48—were also caused by the motor car.

Next to the motor car the street car was the chief offender, there having been 10 fatalities and 159 lesser accidents due to the tracked vehicle. Horse and horse-drawn vehicles caused the deaths of 5 persons and the injuries of 84.

There were all told 84 motorcycle accidents, considerably less than 10 per cent. of the total, and of that number but one resulted fatally. The bicycle loomed up as the smallest offender with a total of 57 accidents, none of which, however, proved fatal.

NO HALT FOR SNOW

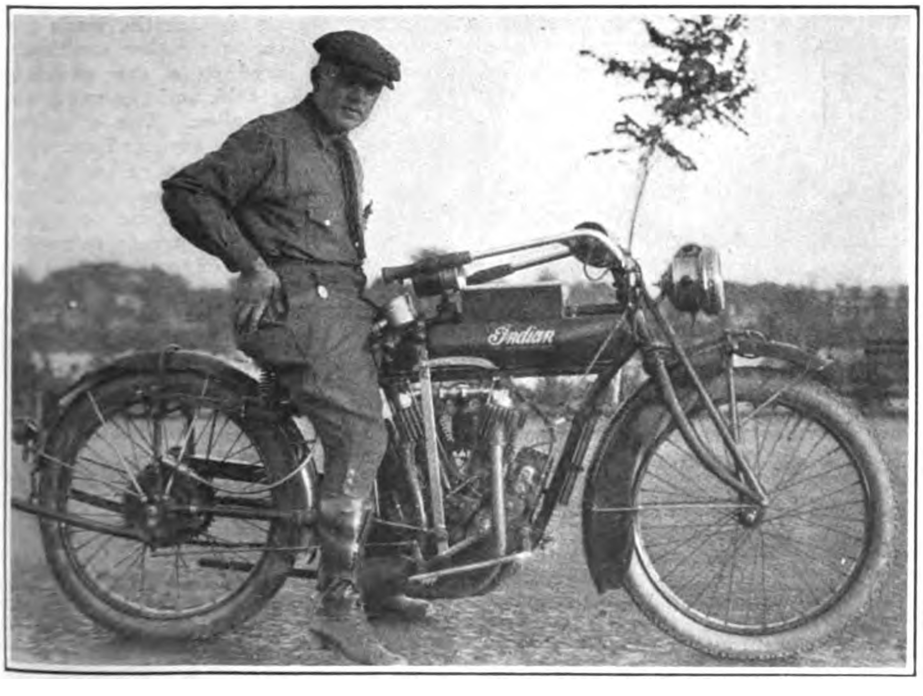
Kloppenberg Visits Bungalow "a la Sidecar" Despite Jack Frost.

BOSTON, Mass.—In spite of cold weather and a covering of snow, a combination that is liable to dampen the spirits of even the most ardent of motorcycle enthusiasts, riders in and around Boston are not storing their motorcycles this year. They keep on riding just the same.

Here's what Henry Kloppenberg of Malden did following a recent heavy snowstorm. Kloppenberg, who rides a Harley-Davidson sidecar combination, has a little bungalow situated about 42 miles from his home. When the snow was falling thickest and fastest Kloppenberg suddenly got lonesome for his little summer hamlet and decided to head for Forge Village—that's it—forthwith.

With Ernest McWhinnie, he loaded up his sidecar with bedding, food and other supplies, and with the passenger bestowed on top of the baggage slipped in his clutch and started on his way. And with the aid of a snow shovel they got through and spent a very pleasant week end.

CONRAD CHASES HEALTH ON A MOTORCYCLE



This Is a Special Inspector for the Newark (N. J.) Board of Health, Charles F. Conrad, Who Uses an Indian in His Work, Covering About 6,000 Miles Yearly

LOOPED THE LOOP

Greenwalt Did a Double Flip-Flap, but Never Hurt Machine

ILLUSTRATIVE of the strength and endurance of the modern motorcycle is the experience of Thomas Greenwalt, of La Salle, N. Y., who did an extemporaneous "loop the loop" in Chicago last summer and escaped with remarkable good fortune. Greenwalt's account of his experience is as follows:

"With my friend, Mr. James, I made a tour of the middle west last summer, using my 1916 Indian Powerplus. That machine is well named. When we were leaving Chicago I passed an automobile at a speed of 35 miles an hour and struck a railroad track, which crossed the road diagonally and stuck about four inches above it. My motorcycle turned over and slid about fifteen feet, while I went twenty feet in another direction.

"James stopped his machine and, seeing I was not hurt, asked why I didn't pick up my motorcycle. I replied that I didn't suppose there was enough of it left to pick up. We went to where the machine lay and righted it, finding to our intense surprise that its only injury was a bent mud guard. It took us about ten minutes to straighten the guard, and I have ridden that machine 4,000 miles since that spill and have never spent a dollar on it for repairs."

F. A. M. CONTEST WINNERS

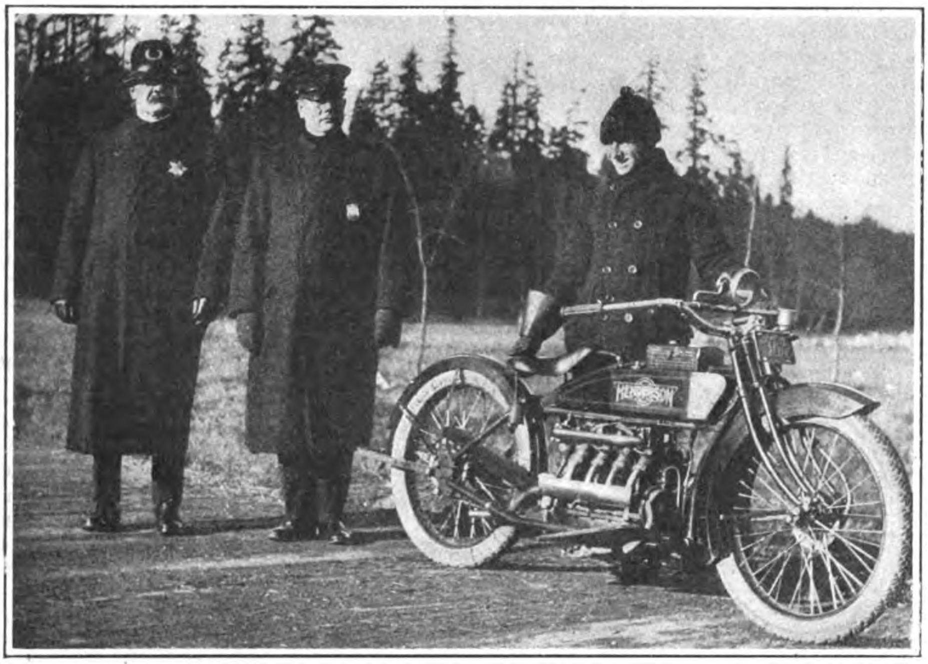
WESTFIELD, Mass.—Secretary-Treasurer G. B. Gibson announces the following prize winners in the F. A. M. membership contest for the weeks ending Jan. 6 and 20: Ernest M. Frederick, Columbus, Neb., 10 recommendations, the greatest number for the week ending Jan. 6, and Alfred Rhynhardt, Little Falls, N. Y., with six for the other week mentioned. For the seven days ending Jan. 13, no one sent in the required five and no prize has therefore been awarded.

THREE MORE SHOPS

WESTFIELD, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M., announces the following additions to the list of registered repair shops: Fred D. Parker, 1820 D street, Granite City, Ill.; Walter A. Bonitz, 7 Pine street, Florence, Mass., and Madden Brothers, 5½ Main street, South Manchester, Conn. The Maddens bring the number of registered shops to 1,257.

FAR-REACHING ECONOMY RESULTS

Henderson Salesmanager Inaugurates a Series of Tests Embracing Stock Machines the Country Over Which Nets Wonderful Results in Way of Consumption Figures



One of the Henderson Economy Testers. Westover, Whose Figures Were Verified by Police Officials, Made 84.6 Miles to the Gallon

DETROIT, Mich., Jan. 22.—As a means of collecting definite up-to-date information, showing what a good motorcycle actually will accomplish for use as sales ammunition by dealers, a series of tests to be held by dealers in widely separated sections of the country has been initiated by the sales department of the Henderson Motorcycle Co.

Lots of men who are thinking of buying cheap autos, because they are economical to run, would buy a motorcycle and sidecar instead if they knew that they could travel three or four times as far on a gallon of gasoline with a motorcycle outfit—but they have never imagined such a thing to be possible.

Bailey Starts Something

So Sales Manager Bailey started the ball rolling to collect a bunch of real facts, definite records of performances by the new three-speed Henderson under all conditions. The plan was to collect this data from all sections of the country so as to show that the efficiency of the machine does not depend on locality, climate or circumstances.

For the first test of the series a gasoline-consumption trial was selected and a letter sent explaining what was to be done. Arrangements were to be made for having each test supervised by a public official, police officer or a prominent man in some other position, and the report of results was to be sworn to before a notary, so as to avoid any question as to their authenticity.

It was specifically stated in this letter that the test was to be made with ordinary stock Henderson motorcycles, properly adjusted, of course, but without using any special coils or screens in the manifolds, special reduced carburetor jets, special warming devices or heating arrangements, as the object was to get real facts about stock-machine fuel consumption and not a phenomenal economy record.

Tests Held in Midwinter

The tests were held right in the thick of the mid-winter weather, reports so far received covering trials made in the latter part of December or first of January. While the low temperature rendered vaporization more difficult and thus reduced the efficiency of the motors somewhat, it was considered that such a test held at this season would be more conclusive than if held in warm weather.

The reports received at Henderson headquarters up to this time are from localities ranging from one corner of the country to the other; and in view of the conditions under which the tests were made the reports received have been quite pleasing.

There was a foot of snow on the ground, with the thermometer at zero, on the day Chas. Selk, Jr., made the test at Manitowoc, Wis., but he went ahead regardless of weather in order to find out what his Henderson really could do against such unfavorable conditions. And considering the difficulties he made an unusually good record, for he covered 55.8 miles on the gallon of fuel (motor No. 6529).

It was a bitterly cold and windy day when August Boesche, with electrically equipped Henderson (motor No. 6564), and Owen Brissie on a fully equipped Henderson that was only two days out of the crate, No. 7204, rode the test in Cincinnati. At the finish both felt that the cold had been a severe handicap and stated that much higher mileage could be made in warm weather. However, their records are distinctly creditable regardless of hindrances, for Mr. Boesche covered 71.7 miles on the gallon, while Mr. Brissie's mark was 71.4 miles.

In Bridgeport, Conn., Leon W. Welch was at the helm of Henderson No. 6589. Thermometer below freezing point and considerable wind. Results, 78.8 miles on the gallon.

Sandruck's Showing Good

Baltimore, Md., Henderson No. 6742 with F. W. Sandruck, Jr., in the saddle. Rode to Washington, D. C., and return and then continued about the city for some time, rolling up mileage until his fuel was exhausted. Covered 78.2 miles on the gallon.

Between 1:30 P. M. and 5:30 P. M. John Bice, of Chicago, rode 82.3 miles on 7½ pints of gasoline. On account of the extreme cold and the condition of the roads he was forced to stop then by physical exhaustion. Measuring the fuel that was drained from the tank showed one-half pint unused. At the rate he had progressed until that time Bice would have covered about 87.7 miles.

Horace C. Fuller, on Henderson No. 6462, and accompanied by riders on other makes of machines, made a round trip from Tacoma to Seattle on his test ride, rolling about the city for several miles after making the circuit before exhausting the gallon. Machine fully equipped and conditions just the same as met in ordinary road riding. Eighty-seven miles on the gallon.

Vernons Make 104 Miles

Vernon & Son, in Seattle, made two tests under differing weather conditions. One ride occurred on a day when the air was freezing cold, and the result was 81 miles on the gallon. The other test was on a favorable day and set up a mark of 104 miles for the gallon.

The balmy air of sunny California proved an advantage for such a tryout, and the results gained there give an idea of what riders can expect elsewhere in the summertime. In Pasadena George Main traveled the popular valley road between Pasadena and Pomona on his test, getting a mixture of hills and level stretches that is characteristic of the chief touring routes in that section of the State. His machine covered 100.4 miles on the gallon. The test was made with standard gear ratios and without special tuning, as the object was to get information as to what can be done by the regular stock Henderson motorcycle such as ordinary customers buy.

A slightly better mark was made by motorcycle Patrolman E. L. Huls, who made the test ride in Modesto, Cal., under the supervision of the chief of police. With his 1917 Henderson No. 6612 he covered 104.2 miles on one gallon.

ORDINANCE WORRIES NEW YORK TRADE

If Board of Aldermen Passes It, Will Place Shops in Control of Fire Department—Will Hit Hard at Dealers in Tenement Houses—Concessions Suggested

NEW YORK, Jan. 22.—New York motorcycle dealers are considerably wrought up over a proposed new ordinance regulating motorcycle stores and repair shops which, as was told in a previous issue of **Motor Cycle Illustrated**, has the backing not only of the Fire Department, but also of the Commissioner of Accounts and Mayor Mitchel, which in the judgment of those in the know regarding city politics augurs its passage by the Board of Aldermen.

The ordinance is now in the hands of the Aldermanic committee on buildings and a public hearing on the measure was called for Friday last at 2 o'clock, at which the New York trade was well represented, but other matters interfered so that the motorcycle measure was not reached, the hearing being postponed until Friday, Jan. 26.

Stripped to the bone, the ordinance is as follows:

Provisions of Ordinance

1.—Permits necessary for premises where motorcycles are repaired or where more than four are stored.

2.—Storage of kerosene and lubricating oil to be within limits prescribed by the permit.

3.—No permits to be granted for basements.

4.—No permits to be granted for tenement houses, frame buildings or non-fireproof buildings where the public assemble unless:

(a) The compartment enclosing the premises is of fire retarding material throughout, including doors and windows.

(b) Doors and windows opening from store to other portions of building to be self-closing.

Fire Regulations

These fire regulations are to be enforced in all cases: no gasoline to be handled or carried except in tanks of machines, which are not to be opened on the premises. Coal or oil-burning stoves are taboo as well as the use of gasoline for cleaning purposes. Electric lighting with suitably protected bulbs is necessary, as well as pails filled with sand, approved fire extinguishers and "no smoking" signs.

A canvass of the dealers shows that they are unanimous in the support of the measure in every particular with the exception of that article applying to frame buildings and tenements. The Fire Department demands in the way of fire retarding material, concrete floors, metal walls and ceilings of approved construction, involving the use of asbestos lath, metal door and window sashes with wire meshed glass and self-closing doors and windows leading to other portions of the building. It is argued that the cost of installing the fireproofing material alone amounts well up into four figures, which, of course, makes it prohibitive for the average motorcycle dealer.

Situation Is Acute

The situation is particularly acute, inasmuch as 75 per cent of Gotham's dealers hold forth either in tenements or in frame buildings, and most of them are either so well established at their present locations as to be absolutely against making a change, or else are tied up by leases running anywhere from a year to three years, making a change difficult. Then again new locations which will meet with the approval of the Fire Department are few and far between.

The wisest and most far-sighted of the dealers, however, realize that the demands are not wholly without reason, for even though fires in motorcycle stores have been few and far between in times past, as well as trifling, they do not lose sight of the fact that if a fire were to occur, gutting a tenement house and resulting in loss of life and serious property loss, there would immediately be a clamor for even stricter regulations for motorcycle shops than are now proposed and measures no doubt would be adopted which would put all, save the most hardy, financially speaking, out of business.

From talks with Mr. Clarence King, Deputy Commissioner of Accounts, who is largely responsible for the ordinance, and with Deputy Commissioner Healy, of the Bureau of Fire Prevention, **Motor Cycle Illustrated** learns that neither of the city departments are wholly opposed to making some concessions, chiefly in the way of granting the dealers ample time either to fireproof their establishments to the necessary extent or else to move to new quarters.

It appears, for instance, that the Fire Department will not be unwilling to grant a stay of not over 12 months on the enforcement of the full provisions of the measure, provided, however, that the dealers will, within the next 60 to 90 days after the ordinance takes effect, partition off their repair shops with an approved fire resisting material and finish the workshop in the approved finishing with metal ceiling and walls and concrete floor. It is suggested also that metal drip pans be kept under all stored machines, and the fire regulations noted above be strictly adhered to. That is how the matter stands to-day.

The dealers have until Friday to make up their minds whether they care to support the ordinance with the concessions noted or to fight the measure at the hearing and endeavor to kill it.

U. S. RUBBER PLANS

Financial Trio Representing Syndicate Will Be Elected to Directorate

NEW YORK, Jan. 22.—When the directors of the United States Rubber Co. meet on February 14 next to consider the matter of issuing $60,000,000 worth of new bonds, provided the plans as now outlined go through without hitch, W. S. Kies, C. B. Segar and J. S. Alexander will be elected to the Board of Directors.

All three men represent the financial interests which are forming a syndicate to underwrite the new bond issue.

EXTENDS BORDER PAY PLAN

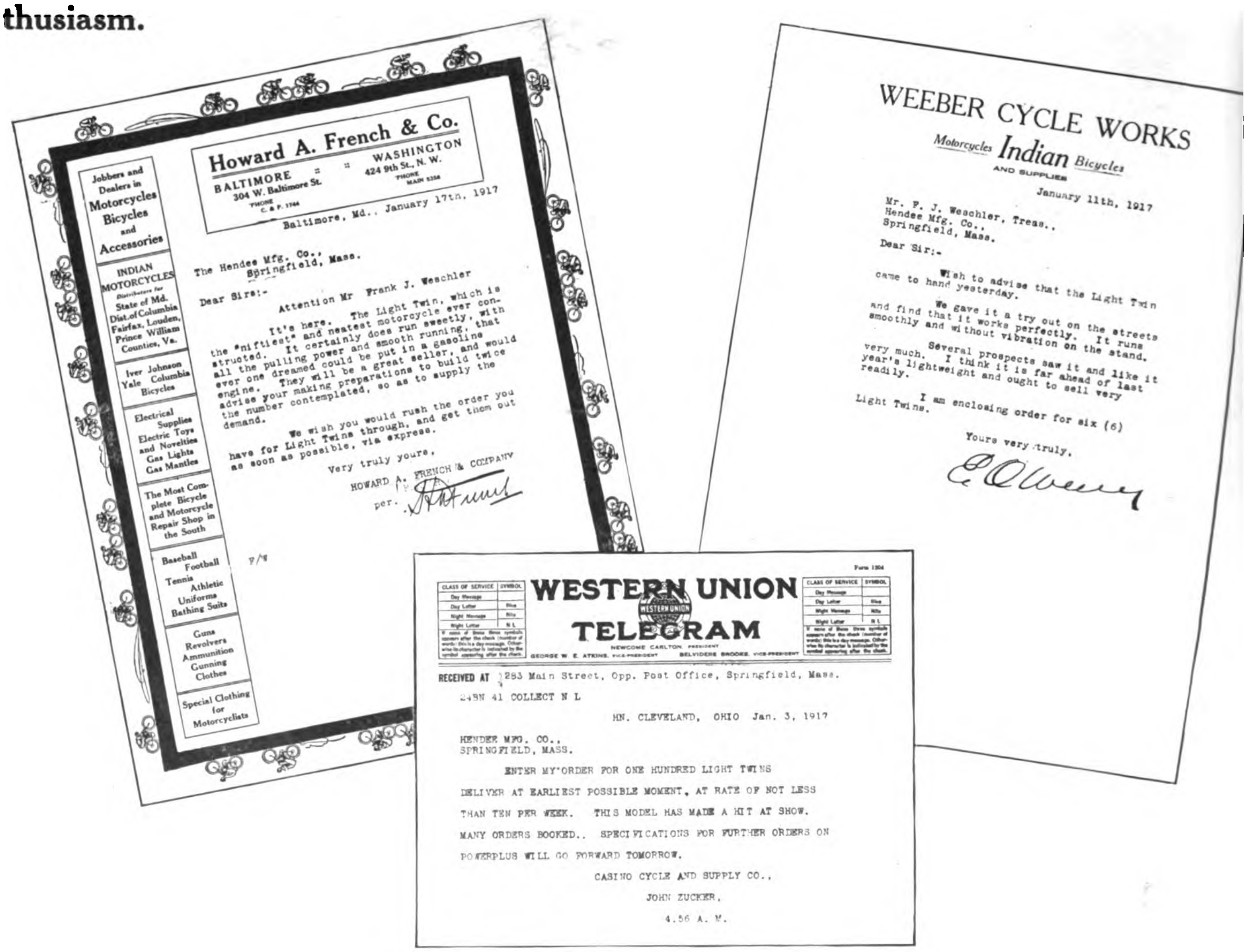
AKRON, O., Jan. 22.—B. F. Goodrich Co. has given notice of an extension of its compensation agreement by which employees serving with the National Guard on the Mexican border receive two-thirds of their pay if married and one-half if unmarried while absent on border duty. The agreement has been extended to June 1, and it is expected that before that time the greater number of the men will have returned to the positions which are being held open.

JUST A SOCIABILITY RUN BUT SEE THE CROWD

One Hundred and Sixty Riders Lined Up for the Recent Run to Danbury, Conn. and Return, Which Was Promoted by Oliver Berckhemer, the Bronx Indian Dealer. The Photo Shows Fewer Than Half the Total

“It’s Here! The Light Twin—and i niftiest and neatest mo cycle ever constructed’

Such is the message from Howard A. French, Indian Dealer at Baltimore, Md.—but read all of his letter, then you can better appreciate his unusually intense enthusiasm.



Howard A. French & Co.
BALTIMORE :: 304 W. Baltimore St. PHONE C. & P. 1744
:: WASHINGTON 424 9th St., N. W. PHONE MAIN 5356

Jobbers and Dealers in Motorcycles Bicycles and Accessories

INDIAN MOTORCYCLES Distributors for State of Md. Dist. of Columbia Fairfax, Louden, Prince William Counties, Va.

Iver Johnson Yale Columbia Bicycles

Electrical Supplies Electric Toys and Novelties Gas Lights Gas Mantles

The Most Complete Bicycle and Motorcycle Repair Shop in the South

Baseball Football Tennis Athletic Uniforms Bathing Suits

Guns Revolvers Ammunition Gunning Clothes

Special Clothing for Motorcyclists

Baltimore, Md., January 17th, 1917

The Hendee Mfg. Co.,
Springfield, Mass.

Dear Sirs:-

Attention Mr Frank J. Weschler

It's here. The Light Twin, which is the "niftiest" and neatest motorcycle ever constructed. It certainly does run sweetly, with all the pulling power and smooth running, that ever one dreamed could be put in a gasoline engine. They will be a great seller, and would advise your making preparations to build twice the number contemplated, so as to supply the demand.

We wish you would rush the order you have for Light Twins through, and get them out as soon as possible, via express.

Very truly yours,
HOWARD A. FRENCH & COMPANY
per.

F/W

WEEBER CYCLE WORKS
Motorcycles Indian Bicycles
AND SUPPLIES

January 11th, 1917

Mr. F. J. Weschler, Treas.,
Hendee Mfg. Co.,
Springfield, Mass.

Dear Sir:-

Wish to advise that the Light Twin came to hand yesterday.

We gave it a try out on the streets and find that it works perfectly. It runs smoothly and without vibration on the stand.

Several prospects saw it and like it very much. I think it is far ahead of last year's lightweight and ought to sell very readily.

I am enclosing order for six (6) Light Twins.

Yours very truly,

Form 1204

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT
GEORGE W. E. ATKINS, VICE-PRESIDENT BELVIDERE BROOKS, VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

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RECEIVED AT 283 Main Street, Opp. Post Office, Springfield, Mass.

24BN 41 COLLECT N L

HN. CLEVELAND, OHIO Jan. 3, 1917

HENDEE MFG. CO.,
SPRINGFIELD, MASS.

ENTER MY ORDER FOR ONE HUNDRED LIGHT TWINS DELIVER AT EARLIEST POSSIBLE MOMENT, AT RATE OF NOT LESS THAN TEN PER WEEK. THIS MODEL HAS MADE A HIT AT SHOW. MANY ORDERS BOOKED.. SPECIFICATIONS FOR FURTHER ORDERS ON POWERPLUS WILL GO FORWARD TOMORROW.

CASINO CYCLE AND SUPPLY CO.,
JOHN ZUCKER.
4.56 A. M.

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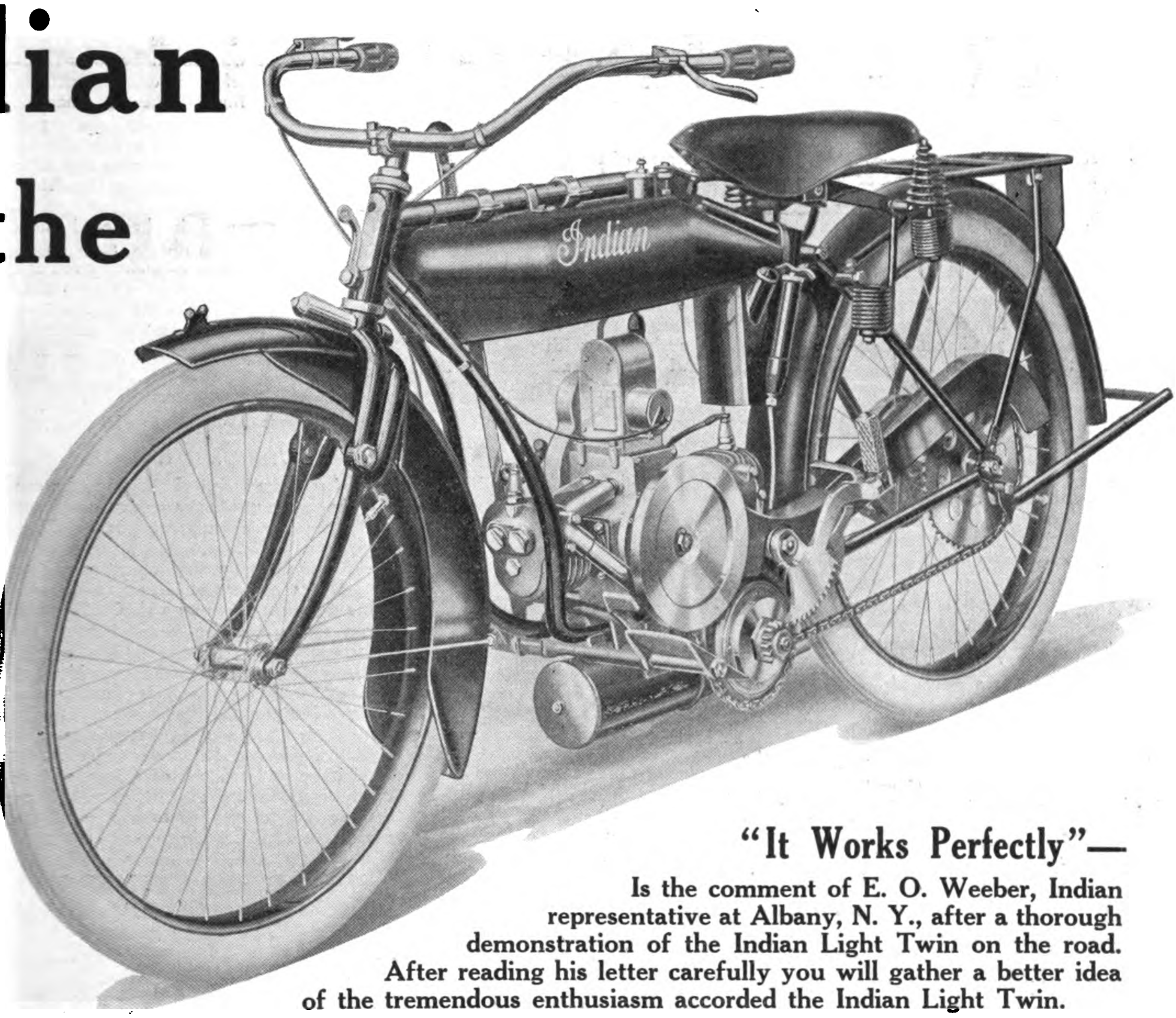


"It Works Perfectly"—

Is the comment of E. O. Weeber, Indian representative at Albany, N. Y., after a thorough demonstration of the Indian Light Twin on the road. After reading his letter carefully you will gather a better idea of the tremendous enthusiasm accorded the Indian Light Twin.

Mr. John A. Zucker of the Casino Cycle and Supply Company, Indian Dealer at Cleveland, Ohio, after receiving his first Indian Light Twin, was so positive of the great sales possibilities of this model that he at once increased his initial order by 100 machines. The telegram tells the story.

The present orders booked indicate that the Indian Light Twin will have the greatest sales ever experienced by a lightweight motorcycle in this country.

INDIAN LIGHT TWIN DELIVERIES ARE NOW BEING MADE—MANY ORDERS ARE NOW BOOKED—ORDERS ARE COMING IN RAPIDLY FOR LARGE QUANTITIES

To assure getting your share, send your orders in NOW

Indian Light Twin

HENDEE MANUFACTURING COMPANY
Largest Motorcycle Manufacturers in the World
SPRINGFIELD, MASS.

Warming the Mixture

Feeding Heated Air to Carbureter Corrects Sluggish Running in Cold Weather; Easily Made "Stove"

QUITE frequently during this cold weather the rider finds that while he can start his motor with ease, the cylinders do not seem to warm up for a long time. And as the motor does not get warm enough, maybe, when a hill is reached, the machine does not climb the way it ought, and the pick-up is defective.

When this occurs, the rider usually commences by enriching his mixture. This will generally correct the defective picking-up, but will not put pep into the motor. The carbureter then comes in for a good round condemnation and the rider seeks the agent to bawl him out about the whole machine.

Heating the Air

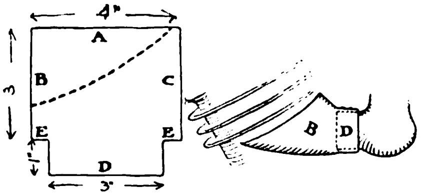
In 99 cases out of 100, the trouble can be overcome by heating the primary air going into the carbureter. This air enters the vaporizing chamber through the bottom on most of the carbureters used at present, and as the port is close to one cylinder of a twin motor, the fitting of a warm air pipe is just the question of a piece of sheet metal and a pair of snips to cut it with.

Here's a suggestion for a warm air pipe for a Schebler carbureter. Take a piece of sheet stock, brass or tin, 4 x 4 inches. Cut two notches at one end, 1 inch deep and ½ inch long, as at E, E in the illustration. This will leave B and C each 3 inches long, and a tab D 3 inches wide.

Fitting to Air Bend

Now loosen the screw on the air bend at the bottom of the carbureter and swing it toward you. Roll the edges of D toward each other and form them so as to embrace the horizontal arm of the air bend. Wire them in place for the time being. You will now have the main part of the metal piece rolled into a sort of cone.

Bring the edge E, E to overlap and fit close to D. It will now be necessary after having fastened E and E together, to cut the surfaces A and B to fit closely to the flanges on the front cylinder. Use the snips until the air bend with the trimmed metal piece will fit around part of the cylinder without distorting.



Left, Metal Ready for Fitting; Right, Air Pipe in Place on Schebler Carbureter

If properly cut, you will now find the edges B and C closely lapping. Solder the edges and arrange to fasten the ends of D around the air bend arm by a screw and nut. The space between the edges E, E and the surface of D should be soldered to prevent cold air coming in.

It should be remembered that this warm air pipe or funnel has to be fitted to each individual motor and that it's up to the man who does the fitting whether the job is satisfactory or not.

PLANNING CROTONA M. C. ENDURANCE

Date Set for May 13 and Route to Monticello and Return—Distance Averages About 275 Miles

BRONX, N. Y., Jan. 23.—The Crotona M. C. has laid tentative plans for its 1917 endurance run, the date of which has been set for May 13. The route as outlined from this city to Monticello, N. Y., and return, is an approximate distance of 275 miles.

The start of the Crotona run will be at 4 A. M. on the date set, rain or shine. The average speed will be 20 miles per hour, for both solo and sidecar classes. In addition to these two categories, there will be a class for lightweights, provided that six or more entries of such machines are received.

The Prizes

The prize list for the run is an extensive one and includes medals, cups, gold watches and accessories. The entry fee for solo riders will be $2.50, and for the sidecarists $2.50 for the driver and $2.00 for each passenger. The latter sum will be charged for tandem passengers, also. Sidecar and tandem passengers will be eligible to medals only, when entered.

The course of the run will be liberally posted two weeks before the date of the event, so as to give those desiring to do so a chance to go over it. The run committee consists of Fred Missey, John Cobban, Jr., Gus Hellwig, Wallace Stuart, Russell Holderman and Fred Christman. Further information can be had of Mr. Stuart, care of Baker, Murray & Imbrie, Inc., 10 Warren street, New York.

PLANNING SUMMER PICNIC

CORINTH, N. Y.—The Corinth M. C. of this city is perfecting plans for a picnic to be held during the early part of next summer, at Brown's athletic field. A series of foot-races form part of the program, as well as a ball game between riders of Indian and Harley-Davidson machines. An invitation for the affair will be issued to the clubs at Glens Falls, Saratoga, Mechanicsville and Schenectady, as well as to visiting riders in this city.

NEW MOUNDSVILLE OFFICERS

MOUNDSVILLE, W.Va.—The Moundsville M. C. elected officers for the 1917 season at the last meeting, held on Jan. 12. Preceding the election, those present sat down to a big feast. The new officers are: Herman Simms, president; Mort Riggle, vice-president and treasurer; J. A. Trimbath, secretary.

Case Hardening with Kerosene Oil

IN many cases, an article that has been machined or worked on by tools needs case hardening before it can be put into service again. Burnt bones or charcoal are not always handy around the repair shop, but kerosene oil and a deep tin can are right to hand. The kerosene and some soap are all that is needed to harden a steel piece.

Clean the piece to be hardened thoroughly, then coat it with the soap on all surfaces. Heat it next to a cherry red and plunge it into the kerosene. There will be no danger of the kerosene taking fire from the hot piece, but under no circumstances should smoking be permitted in the shop when this work is going on.

Handling Small Parts with Chewing Gum

ANY favorite brand of chewing gum can be put to use in the repair shop when small screws or other parts need handling. Thus, if a ⅜-inch nut needs to go on a screw in a small opening, the gum can be applied to the nut and a short rod stuck to the gum at the opposite side. This will enable the nut to be handled until the thread catches.

Another adaptation of the gum is when putting the terminal piece in place in the bottom of one of the long and narrow dry battery boxes used on some machines. The gum is applied to the center of the terminal piece and the end of a long screwdriver or rod is dug into the gum. When in place the rod is used to scrape off the gum.

NEW BERKS OFFICERS

Veteran Reading Club Holds Annual Election and Banquet

READING, Pa.—The Berks M. C., the oldest club in this locality, has just held its annual election and banquet. The new officers are: Harry Croll, president; Solomon Kulp, vice-president; W. H. Printz, secretary; George L. Dengler, treasurer. Mr. Printz serves as treasurer for his fifth season. The trustees are Ariel Selig, Harry Moyer and Elwood Mengel.

Meetings are now held on Sunday afternoons at the club quarters, 710 North Ninth street. There are 35 active members on the roll, as well as an honorary membership, consisting of 19 ladies. An endurance run is slated for May 1, but full details have not yet been settled.

TO MAKE TEST CASE

Wheeling Club to Demonstrate Need of Traffic Officers at Certain Points

WHEELING, W. Va.—The Wheeling M. C., among other activities, is planning to make a test case with regard to the need of having traffic officers on certain corners in this city. One of the members will pass a street car discharging passengers and the case which follows will determine the necessity of placing the traffic officers.

Five new members were initiated on Jan. 23. Plans for an endurance run are now being considered, but the date has not yet been set.

Selling an Ideal

Joe Simms Says: "Your Prospect May Have His Eyes on the Machine, But His Mind Is Off Somewhere in the Hills"

Why Imagination Is an Asset to the Motorcycle Dealer

BY J. H. DONEHUE

"CHARLIE, old scout, your intentions are 18-karat and your sales philosophy is fair to middling, but your arguments concerning the necessary attributes for a motorcycle dealer don't get very far away from the old stereotyped lines that 80 per cent of the trade missionaries in the country have been following for years past, so I can't agree that you've thrown any remarkable amount of light upon the situation. Now, don't begin to get incandescent under your asbestos collar. Keep cool. Think it over, and see if you haven't passed up at least one big bet that every dealer ought to know about."

The speaker was Joe Simms, veteran trade scout and present traveler for the Pathfinder motorcycle, and his companion was Charlie McCullough, star salesman for Beacon headlights. They had met in a Cleveland, Ohio, restaurant and a friendship of ten years' standing had permitted them to settle down to a straight-from-the-shoulder argument along trade lines before they were half through their luncheon.

McCullough Is Mystified

"I don't profess to be an encyclopedia of useful information for motorcycle dealers, if that's what you're getting at," retorted "Mac," but—"

"But just the same," interrupted Joe Simms, with a flash of his characteristic smile, "you're about 99 per cent certain that you know the qualifications essential to a successful dealer—what?"

"I've studied a lot of 'em," commented McCullough.

"Yes, and I'll wager the price of this Epicurean repast, or words to that effect, that you've never even looked for the attribute that I have in mind—although it's the one best bet for any motorcycle dealer who knows how to combine it with his general sales policy."

"Must be a pretty mysterious kind of attribute if I haven't bumped into it during twenty-one years' rambling over the trade circuits," came back McCullough. "Reckon I'd have to be a Sherlock Holmes to locate it."

Imagination Does the Work

"Right-o!" boomed Joe Simms, heartily, "you sure would. First place, it's mighty scarce; second place, you'd probably mistake it for something else when you did run across it in a successful dealer."

"All right, teacher," said McCullough with a grin, "go ahead with the lesson; the class is assembled. What's this one best bet? Spill it."

"Imagination," answered Simms, abruptly.

"Um-m-m, high-brow stuff," muttered McCullough, with a dubious shake of his head.

"Not so that you can notice it," came the retort from Simms. "On the contrary, it's one of the simplest mental possessions there ever was. With some folks it's a self-starter; for others, it has to be cranked—that's all."

"All a dealer has to do is imagine he's selling motorcycles, and—"

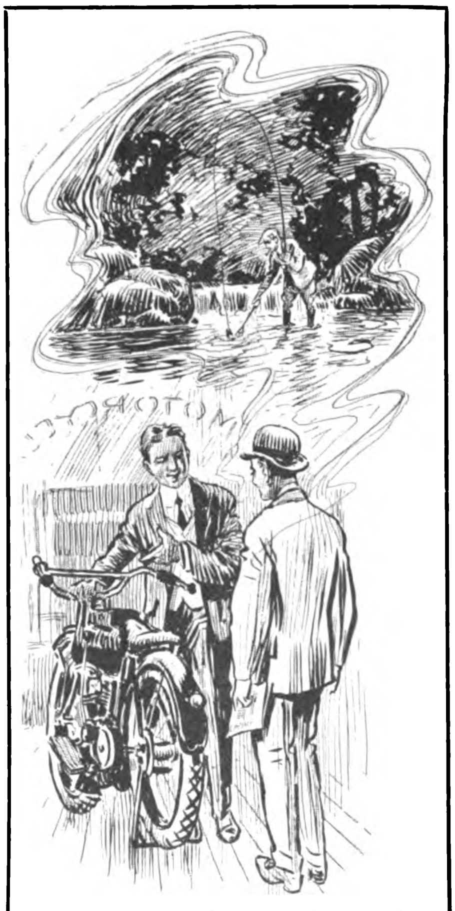
"Cut the comedy," broke in Simms, "we're talking business, and all-fired serious business at that."

"Well, I simply don't hook up with your idea. What is it?"

The Prospect's Viewpoint

"A fellow goes into a motorcycle agency," continued Simms, with his index finger levelled at the little silver horseshoe that nestled in McCullough's carefully tied cravat, "for what purpose? Simply with the thought of buying a motorcycle because it is a motorcycle? Because it has attractive frame lines, a good motor and a dependable three-speed gear? No, hardly ever. He goes in because he wants to buy what that motorcycle can do."

McCullough nodded, but the question was still in his eyes.



If Your Prospect Is an Angler, He Sees Himself Whipping a Trout Stream

"He goes in," supplemented Joe Simms, "because there is something he longs to do in the big outdoors—something that the motorcycle will enable him to do; something that he has been deprived of for the reason that trains, trolleys and automobiles either could not deliver the goods, or were too expensive and bothersome. When he goes into the aforesaid agency his eyes may be on the motorcycle, but his mind is off somewhere in the hills, or ambling down a shady country lane, or scouting the open places with a camera, or whipping a trout stream, or doing any one of a dozen other fascinating things."

"You want to put across the idea that the motorcycle should always be talked of as the means of enjoyment of the buyer's personal hobby," suggested McCullough, "is that it?"

"Just about. A great many men have no hobby, strictly speaking, but there is always a dream, a longing of some kind, behind the thought of owning a motorcycle, and the dealer who locates that longing and uses his imagination to make the most of it, will not only sell a motorcycle but will make a firm friend.

Selling a Camera Fiend

"I knew a chap who was rarely seen, except at business, without his camera slung over his shoulder," continued Simms. "That fellow's chief pleasure in life was derived from making photographs, and he had a fine collection. But his field was somewhat limited, and he knew it. He wanted to go 'gunning' for pictures over hundred-mile areas, whereas he was confined to only short rambles.

"I suggested that he use a motorcycle and sidecar. In fact, I almost made a convert of him on the spot. I told him to see the dealers in his town, and he did. Two of them talked a great length of the mechanical features of their machines, and talked well, I imagine, while the third discussed the unlimited possibilities opened to a camera enthusiast by the motorcycle. He sold a sidecar outfit in short order, and received cash for it. All three of those dealers knew that chap was a camera 'bug,' but only one of them had enough imagination to hook up the motorcycle with the camera and the fascinating hunt over hill and dale for pictures. He made the sale."

An Idea That Rarely Fails

"The idea might not work so well in all cases," objected "Mac."

"The success of every idea varies," admitted Joe Simms, "but this one is a sure winner in 90 per cent of the cases in which it is applied, and in the remaining 10 per cent it'll help a lot.

"The main point to keep in mind is that most motorcycle buyers are investing in fresh air, scenery, freedom, the wanderlust, good fellowship, the ability to follow

(Continued on page 38)

Telling the Commercial Motorcycle Story in Figures

Lack of Definite Data on Motorcycle's Adaptability and Capacity for Work, as Compared with Other Vehicles, Hampers Sales-Making at Present; How Operating Cost Schedule for Power Two-Wheeler May Be Obtained

By ARTHUR W. HERRINGTON
Of the Harley-Davidson Motor Co.

The Author

THE field of light commercial vehicles has grown very rapidly within the past three years. Automobiles have reached the day when the quality of "reliability" is generally accepted as being a part and parcel of the vehicle purchased. As a symbol of all that's patient and faithful, Dobbin and the "old gray mare" continue to be prominent only in the storybooks written for children. As an economical purveyor of power, the horse is as extinct as the dodo.

The horse's chief remaining glory, as well as his economic undoing, is the "horsepower" which he still furnishes in traction problems, but not with his legs. With oats close to 60 cents a bushel and hay at $17 a ton, poor old Dobbin no longer earns his keep. As 60 per cent. of his time is spent in his man-made bed and at his man-served meals, the H.P. delivered by the horse in the 40 per cent. of his time devoted to work isn't enough to hold his job.

Dobbin Can't Compete

So, when "H.P." is needed to haul the load and consummate the quick delivery, the cost-considering butcher, baker, or candlestick maker is now first obliged to eliminate the horse from his plans. The "horsepower" furnished by a gasoline motor is so much cheaper, per ton hauled, so much more reliable and untiring, that "Dobbin" can no longer compete.

And how rapidly the change is being made. It seems only a few days ago that our great department stores, coal dealers, newspapers, freight and express companies began to move things with motor equipment. To the man in any business where goods must be delivered promptly and in all kinds of weather—this question of economical "H.P." must be causing some concern. As between the horse-drawn and motor-driven delivery equipment, the facts justify the latter's employment; in fact, the point no longer meets with any discussion.

The history of the introduction of the motorcycle into commercial use practically parallels that of the automobile.

The Harley-Davidson Motor Co. was one of the first to realize the possibilities of the development of this field. It is only within the past year, however, that concrete benefits have been derived by our company and by our dealers as a result of the tremendous amount of pioneer work that has been put forth.

The evolution of our machine has, of course, had a considerable bearing upon this point. It is only since the adoption of the three-speed gearbox and the well-constructed sidevan that it has been possible for the dealer to push the commercial phase of his motorcycle with any degree of success.

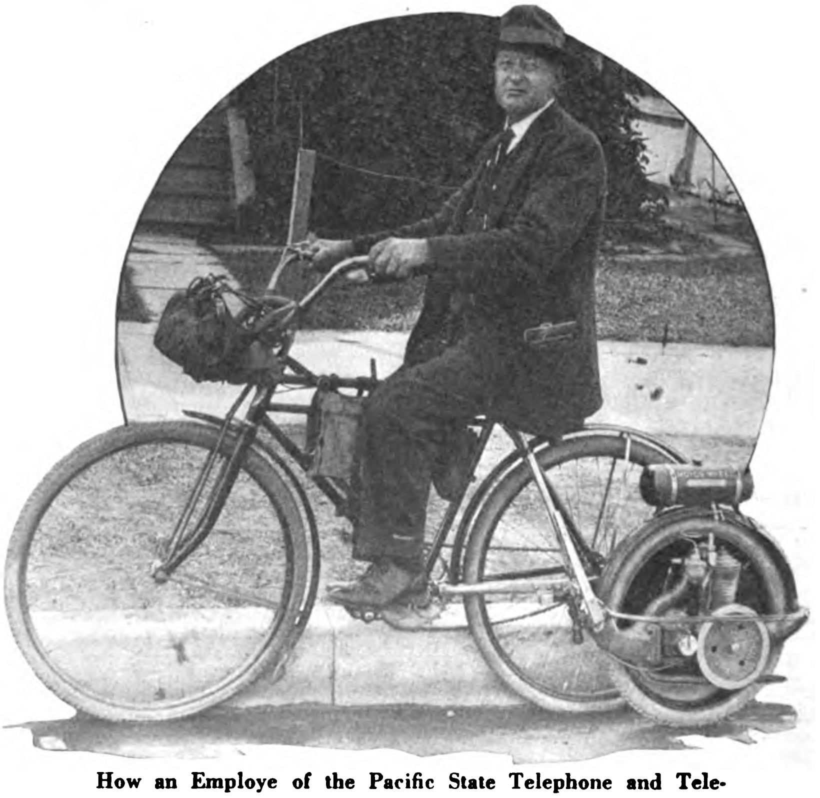
Motorcycle frames also have undergone wonderful transformations within the past season, and undoubtedly in the future will possess as large a factor of safety as is to be found in the average motor truck frame of today.

In certain sections of the country the proportion of our commercial business runs as high as 40 per cent. In this statement, of course, reference is made to the larger cities in the South.

Growth of Commercial Sales

Fitting tribute must be paid to our co-worker, Mr. Gus Castle, for the splendid effort that he has put forth in his sales territory to bring about these results. Mr. Castle was face to face with the proposition that the only available way to show any increase in the total number of machines sold in his territory was to find some new sales outlet for them. The reason that like results have not been obtained in other sections is that dealers have been enabled to enjoy a

"TROUBLE-SHOOTER" USES SMITH MOTOR WHEEL



How an Employe of the Pacific State Telephone and Telegraph Co., of Los Angeles, Makes His Rounds for Repair Work

STRONG FOR THE MOTORCYCLE? WELL, LOOK 'EM OVER

This Is How Uncle Sam's Boys in the Border Camps Welcome the Dispatch Riders; the Cyclist, of the 71st New York, Mounts a Reading Standard

respectable return upon their pleasure sales alone; and the possibilities of the exploitation of the commercial field have never been forcibly brought to their attention.

In this self satisfied attitude a good many motorcycle dealers have attempted to ridicule the possibilities of commercial sales. Then, on the other hand, there are those who have quietly sat still and accepted such an amount of this business as has fallen their way and have profited largely thereby. How many motorcycle dealers are there today who can say that they have honestly gone out of their place of business, found a man who was in no way interested in a motorcycle, and have afterwards sold that man a machine and made a motorcycle booster out of him? That is real salesmanship. That is the kind of salesmanship necessary to consummate successful commercial sales.

Commercial Sales Mean Work

Practically all of us entirely lose sight of the fact that 99 per cent. of all motorcycles sold for pleasure use are either resales, or are sales to parties who have already been interested in this form of transportation. Take, for instance, a prospect casually walking into a dealer's store and starting to look over the machine. This man is already half sold on the motorcycle proposition. The desire for ownership is already asserting itself in his mind, otherwise he would not have given the proposition any more than a passing look into the show window.

To a great many dealers such sales methods may seem to be an undue waste of energy, figuring, of course, from the system which they have previously employed. While it is very true that the profits obtained from commercial sales are harder to earn, it is also true that, from the efficient and concentrated sales methods that it is necessary to employ, a valuable lesson will have been learned, which will in turn show its benefits also in increased pleasure sales.

Possibly an outline of the general method used by automobile truck concerns in selling their delivery equipment will aid some in demonstrating the methods which it will be necessary to adopt in the motorcycle industry before like results and like benefits can be obtained.

A very pointed incident which came under the speaker's observation several years ago, at a time when he was employed in that same sales field, will serve very well to illustrate the point in mind.

Sample of Real Salesmanship

On the outskirts of one of our larger Southern cities there is situated a fertilizer manufacturing plant, owned and operated by one of our better-known packing houses. In fact, this same company has a chain of these plants throughout the South. At the time this incident occurred, this plant was so situated that is was necessary for it to depend upon heavy duty motor truck equipment to transfer the greater part of its output to the various railroad and steamship terminals within that city. The company was using for this work a very high-grade and efficient five-ton truck, and it had been announced publicly that they were in the market for twelve more trucks of this capacity, but not of this particular make. The salesman selling this particular truck found it impossible to even obtain an interview with the city manager of the concern.

Could Not Approach the Buyer

It was impossible to make the approach on this sale; although such an approach could have been forced, it would have been of little benefit, because the salesman in question did not have the necessary facts at hand to controvert any argument that the manager would have undoubtedly brought into play as to why he should not use this particular equipment.

The facts were that the city manager claimed that the truck was not giving satisfaction and did not meet their requirements in any way. Salesman of other makes of trucks were making the approach and presenting their sales talk without any difficulty whatsoever. It was therefore going to require some live-wire salesmanship to find out why the truck in use was not giving satisfaction and why a re-order was not being made.

Scouting on a Bicycle

The salesman obtained a bicycle and unnoticed by anybody followed the truck around its route and began a very careful check-up of conditions as they existed out at the plant. He became acquainted with the chauffeur and from him gleaned much useful information. Most of this was to the effect that drivers did not remain on the job over one month. The only connection that the city manager had with the truck was paying all bills incidental to its maintenance and upkeep. The truck was under the control of the plant manager, who personally did not know a rear wheel from a carbureter.

The truck was housed in a very small garage; in fact, it was little more than a ramshackle wooden building. The rain leaked through the roof in several places; it was necessary to cover the front of the truck with tarpaulin when leaving it over night, and on top of this the shed was so small that after the truck had been driven in, there was room for nothing else whatsoever in the building. The driver had to walk out over the rear of the truck to close the doors, and he could not close them then unless the radiator was within four inches of the front wall.

The truck had never been washed since it had entered the service. It had been on continuous duty for eighteen months; and in that time, as far as could be ascertained, had received no care, no lubrication other than a cheap grade of cylinder oil being placed in the motor, and needless to say, certainly showed the effects of the same.

Some Inside Information

During the course of his conversation with the driver, the salesman found that this man was leaving the next Saturday night. Putting on some old overhalls and a jersey, the salesman immediately went to the plant manager and made application for the job. He succeeded in obtaining the same, and for two weeks he drove that truck, performing all the regular duties of the driver and at the same time obtaining first-hand information as to the real condition of the truck and as to the amount of work which it was doing. Another item which cropped up at this time was the fact that on practically every load there was from 25 to 40 per cent. overload.

Mechanically the truck was in a terrible condition. All bushings were absolutely worn out. In fact, it would have cost 50 per cent. of the first cost of the vehicle to overhaul it. This was readily explained when it was shown that the truck had never been washed and that the acid which enters into the makeup of all fertilizers had eaten away the surface of every bearing that it could possibly get into. It was undeniably a wonder that the vehicle had continued in service as long as it had.

At the end of two weeks the salesman

relinquished his job and spent two days compiling the information obtained into logical form. He then proceeded to the city manager's office, and, to use college parlance, "after signal practice behind locked gates," walked off with the order for twelve additional trucks.

The Motor Car Formula

Real salesmanship sold that order, and real salesmanship in this case was little other than the use of some common everyday horse sense.

Commercial motor car sales methods, like the commercial cars themselves, have also passed through a period of evolution. There was a time not many years ago when the most automobile trucks were sold by the salesman who was the best artist at making figures lie. Realizing the discredit that such methods were throwing upon the industry, the association of truck manufacturing companies immediately set about finding some system by which the evil might be rectified. A firm of expert accountants were employed and after a few months' work a standard cost formula was derived, which is today in universal use throughout the entire motor truck industry for sales purposes. The formula, also, has passed through an evolutionary period, and as we have it today is flexible enough to cover any condition that may arise concerning motorized delivery equipment.

Three Cost Divisions

The cost of operating any vehicle in commercial delivery service is divided into three main factors:

(a) Fixed charges.

(b) Uniform variable charges.

(c) Maintenance and overhaul charges.

Under the head of "Fixed charges" we must further divide into five sub-heads:

(1) Interest on the investment; average per year.

(2) Amortization of investment, less a set of tires.—(Note—Amortization, Webster: "The extinction or reduction of a debt through a sinking fund.") The above statement, "less a set of tires," is made because the item of tires comes under the head "Uniform variable charges" and should be considered in like manner with gasoline and oil.

(3) Operation charges, such as driver's salary, etc.

(4) Garage charges, storage, washing, etc.

(5) Insurance (fire and liability).

This is how Philip Mancusio, of New York City, demonstrates the carrying power of his Schickel. Philip says the load totaled 420 pounds and that the little machine handled it without difficulty through the city streets.

Depreciation should be taken into consideration when figuring interest. If N represented the number of years in the period of amortization — $\frac{1}{N}$ of the investment is written off for every year. Therefore, the interest for any year of the amortization period should be figured as follows:

(A)

$$T=C\,\frac{(N-n)}{N} \times \frac{P}{100}$$

where T equals the interest per annum, C the original investment (less the cost of a set of tires), N the number of years in the amortization period, n the number of years already written off of the investment, P the percentage of interest.

The average interest per year should be figured as follows:

(B)

$$Ta—C \times \frac{P}{100} \times \frac{I}{2}$$

Uniform variable charges (B)—Uniform variable charges are compiled from the following factors:

1. Tires. Figure these upon a mileage basis from the maker's guarantee.

2. Gasoline. This should also be figured from a mileage basis at a good average cost per gallon; and allowance should be made for the fact that in the case of a truck gasoline consumption empty is approximately 7/10 of gasoline consumption under full load. In the case of a motorcycle the variation between the amount of gasoline consumed under load and while running empty is so small as to be almost a negligible quantity and can be dispensed with.

3. Oil. This also figure on a mileage basis at an average price per gallon.

4. Grease, waste lubricating oil other than used for motor use. This should also be reduced to the same basis.

Maintenance and Overhauling

Maintenance and overhauling charges (C)—Figuring these charges is largely a matter of specializing on the individual job. These charges should also be reduced to a mileage basis.

It is possible then, by finding out that the equipment is to be used to cover a given number of miles each day, to multiply the mileage factor derived from the uniform variable charges and from the maintenance and overhaul charges by this daily mileage, thereby giving a daily cost under these two items. Add to this the fixed charges arrived at and you will have the total daily cost of operating the equipment.

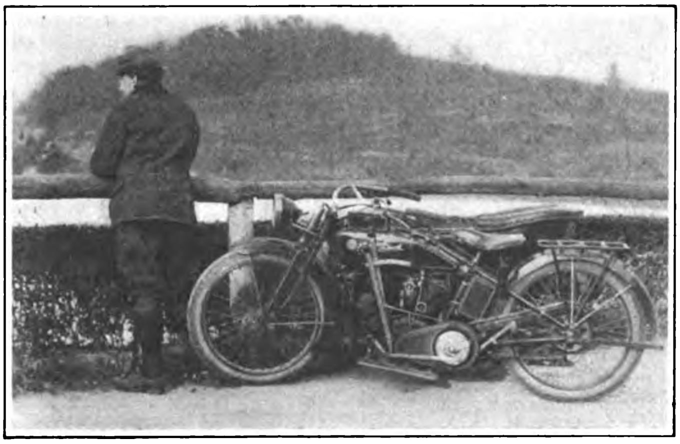
There have been practically no reliable comparative cost figures with reference to motorcycle delivery equipment in existence which the motorcycle factories could pass on to their dealers for use in presenting to their various prospects. This condition is also prevalent in the automobile industry.

Demand for Mobile Service

Traffic conditions in our larger cities have become such that delivery systems in those centers are beginning to gradully give up the idea of employing heavy delivery equipment, and are supplanting one heavy duty truck by several of smaller capacity, feeling that in so doing they are making their system more mobile.

It is impossible to expect under these conditions that light motorized delivery equipment will make as good a cost showing as the one horse team if the same loading conditions and routings are used in both cases. It will oftentimes be necessary for the dealer to make suggestions to the prospect with reference to rerouting his delivery system so as to increase the total "under load time" factor to the greatest extent possible.

This field is new. Its possibilities are practically unlimited. It rests with the motorcycle manufacturers and the cooperation which they obtain from their dealers whether or not the motorcycle will get its share of the business in this field, for which it is most aptly fitted.



The motorcyclist is admirably equipped to seek out the beauty spots of nature for hundreds of miles around his home town, and this Reading Standard scout has located a view that caused him to halt for a prolonged survey.

Bicycle Section

CHICAGO SIX-DAY TEAMS PICKED

Twelve Couples Will Compete in Long Race—Race Will Start Feb. 11, With Sprint Meet on Saturday, Feb. 10

NEWARK, N. J., Jan. 24.—Upon his arrival in Newark from his home in Georgia Saturday afternoon, John M. Chapman, manager of the local velodrome and the coming six-day race in Chicago, set to work to pair up the riders for the Windy City contest. The riders, 24 of them, had all signed up, and they decided that they might as well ride 24 hours a day instead of eight, as good union riders should, so there was little for Chapman to do but name the combinations.

Root Balks at No Bonus

Eddie Root had signed to ride—or told Jimmy Hunter to do so for him—and it was figured that he would be a starter. Eddie, who still thinks that a six-day race will be a failure without him, balked at the last minute, hemmed and hawed about his right to a bonus and then ran out. His place was easily filled. Hans Ohrt was willing to ride, but as Hans is due to sail for Europe on Saturday to join the American Ambulance Corps in France, he asked that his name be taken off the list. Ray Eaton also dropped out when he was given a chance to manage a billiard and pool parlor in Montclair for his father.

Jackie Clark, who was as nervous as a debutante or a bachelor about to commit matrimony when he heard of the six-day race, finally came into line and agreed to ride. Clark will have Eddie Madden as a partner, and Jackie is a real fortunate boy to have the good luck to secure such an excellent partner. Reggie McNamara, the "Iron Man," will pair with Francesco Verri, the Italian. This pair has ridden together before and as a team won the Buffalo six-day race in 1915.

Field Is Evenly Balanced

The field for the Chicago race is an evenly balanced one and a good race should result. No one team stands out from the majority of the combinations as being a dead sure winner, and as the element of luck plays such a prominent part in six-day races, surprises by the score may be sprung before the week is over. The race will start on Sunday night, Feb. 11 and finish Saturday night, Feb. 17. A preliminary sprint and motor-paced meet is scheduled for Saturday night, Feb. 10. Unless some changes are made at the eleventh hour the following teams will start:

Reggie McNamara, Australia, and Francesco Verri, Italy.

Jake Magin, Newark, and Frank Corry, Australia.

Peter Drobach, South Boston, and Charles Piercey, Australia.

George Cameron and Harry Kaiser, New York.

Eddie Madden and Jackie Clark, Newark.

Percy Lawrence and Willie Hanley, San Francisco.

Martin Ryan, Newark, and Lloyd Thomas, San Francisco.

Victor Linart and Michael Debaets, Belgium.

Clarence Carmen, Jamaica, L. I., and George Wiley, Syracuse.

William Spencer, Toronto, and Worth L. Mitten, Davenport, Ia.

Joe Kopsky, New York, and Tommy Smith, Newark.

Ernest Ohrt, San Francisco, and Thomas Grimm, Newark.

RACES IN FLORIDA

Jacksonville Dealers Will Conduct Race Meet—Directorate to Assist

JACKSONVILLE, Fla., Jan. 22.—An attractive program of bicycle races will be run at Springfield Park, Friday, Feb. 2. The local dealers, aided by the United Cycle Trade Directorate, will run the races and the meet gives promise of being the best ever staged here. John I. Rowell, of the Goodyear Tire & Rubber Co., Akron, O., is here looking after affairs as a representative of the Directorate, and the prizes for the meet are to be furnished through the Directorate.

Three races are scheduled for the whites and two for the negroes. The events for the white riders consist of a one-mile, a five-mile and a free-for-all lap race, while the events for the colored cyclists are a two-mile open and a lap race. Ernest Ohrt, the Californian, who stopped over here on his way to Palm Beach, is helping the dealers run the races and Ohrt will act as clerk of course on the day of the race. The other officials are: Referee, H. S. Marzyck; starters, J. F. Rivers; timers, Murphy, of the Firestone company, and Emanuel; scorers, Hough, of the Goodyear company, and Burke, of the Goodrich company, and announcer, Lever.

BUFFALO RACING CYCLISTS HAPPY

BUFFALO, N. Y., Jan. 22.—There was much joy among the local racing cyclists and the cycling fans in general when it was learned that the 74th Regt. had been ordered home from the border, where they have been doing duty for the past few months.

The unexpected return of the regiment may mean that the indoor meets of the 74th Regimental Athletic Association will be resumed and that the bicycle riders will have an incentive to start training. Only one race meet has been held this season, but with the arrival home of the Niagara street military unit a few meets will in all probability be run before the winter is over.

K. C. W. HOLDS REUNION

Old Brooklyn Organization Gathers at a Banquet—Club to Be Reorganized

BROOKLYN, N. Y., Jan. 21.—More than 150 members of the old Kings County Wheelmen gathered at the reunion dinner at the Ormond Cafe last night. This marked the first meeting of the old club in 12 years, as the organization practically ceased to exist in 1904. An elaborate dinner had been prepared and many old-timers.

Among the old members who were on hand were Charlie "Mile-a-Minute" Murphy, at one time captain of the club; L. Walter Sammis, chairman of the reunion committee; William Murphy, Victor Lind, W. A. Bonnell and others. It was decided to reorganize the club and the following were unanimously elected as officers: L. Walter Sammis, president; Benjamin F. Rockwell, vice-president; Charles B. Paul, treasurer; Alexander S. Farmer, secretary; J. Edward Martin, captain; William H. Roberts, first lieutenant; Walter H. Hutchinson, second lieutenant.

MORE ATHERTON BOOSTERS

Latest Literature From Buffalo Metal Goods Co. Discusses Sales-Building

BUFFALO, N. Y., Jan. 15.—"Busy Bill" Emerson, of the Buffalo Metal Goods Co., is distributing another of his characteristic cards along sales-boosting lines. He points out that the only permanent means of beating a competitor to the business is to improve upon his methods of salesmanship, most of the other conditions of selling being so fixed that the dealer cannot change them materially.

Accompanying this card is a little folder which emphasizes the quality of service made possible for dealers who handle the Atherton coaster brake, due to Mr. Emerson's experience of twenty-four years in the bicycle field.

TWO INDOOR RACES CARDED

NEW YORK, N. Y., Jan. 16.—On Saturday night, Feb. 3, the Greek-American Athletic Club and Co. K, 71st Regiment, will stage a set of athletic games and bicycle races at the 71st Regiment Armory. The event for the cyclists on that night will be a four-mile handicap. The Knights of St. Anthony will conduct a three-mile bicycle race at the 47th Regiment Armory, Brooklyn, on the night of Feb. 12.

NEW INDIANA CYCLE FIRM

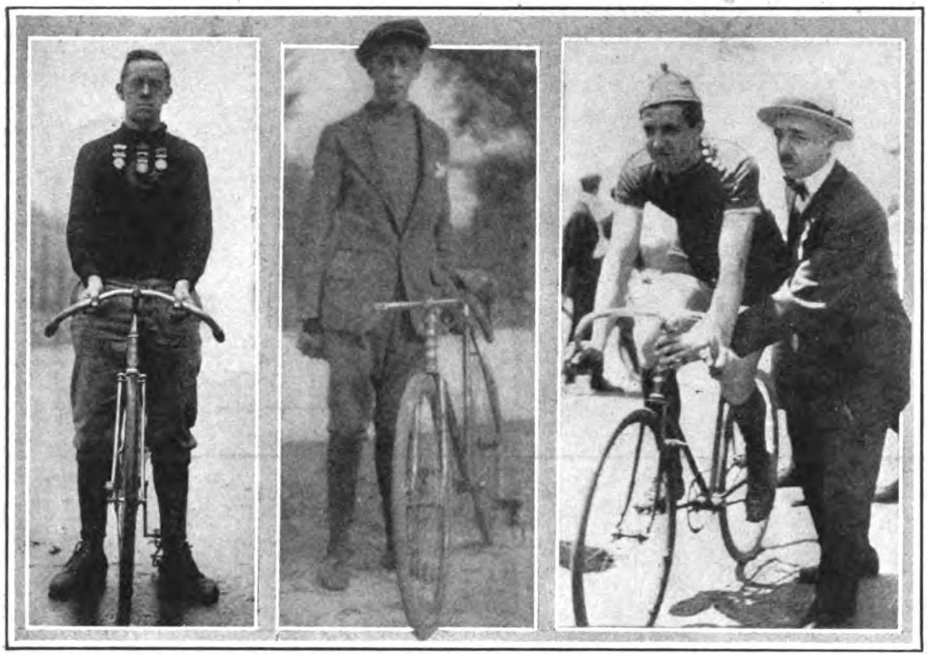
NEW CASTLE, Ind., Jan. 22.—E. R. Skinner, the local bicycle and sporting goods dealer, has taken in his brother, J. L., into the business with him.

SANBORN REPEATS IN C. R. C. A. CONTEST

Baltimore Cyclist for Third Time Carries Off National and New York Medals—William Winquist and Sylvain Segal, New Yorkers, Second and Third Respectively

NEW YORK, N. Y., Jan. 23.—For the third consecutive time Fred M. Sanborn, the Baltimore cyclist, has been awarded the national and the New York Division gold medals in the century and mileage competition of the Century Road Club Association. During the year just closed, according to the latest reports, Sanborn scored a total of 12,959 points, but due to the lateness in reporting the last half-month's mileage he was penalized 1,155 points, which gave him a net score of 11,804 points. The actual distance he reported was 8,529 miles, which included 39 single centuries, one double and one triple century.

THREE C. R. C. A. MILEAGE WINNERS



Left, Fred M. Sanborn, Baltimore; Center, William Winquist, New York; Right, Sylvain Segal, New York

Second honors in the contest went to William Winquist, the secretary of the New York Division, who hails from Brooklyn. Winquist led the mileage for four months, but Sanborn, by riding eight centuries in December, passed him. Winquist scored 10,368 points, his total being 6,368 miles, 38 centuries and one double century. Included in Winquist's performance was the establishing of new marks between this city and Utica and Buffalo, N. Y., Chicago, and St. Louis, Mo.

Sylvain Segal Finished Third

National Secretary Sylvain Segal carried off third honors with a total of 4,020 points, his points being gained by riding 3,620 miles and four centuries. Most of Segal's mileage was scored during the eight weeks of the street railway and subway strike in New York. Fourth place was captured by Willard Knecht, of Stapleton, L. I., who scored 3,195 points by riding 2,895 miles and three centuries.

Sanborn, Winquist and Segal are all well-known performers in road competition. Sanborn has put up some meritorious performances in and around Baltimore, and made the New York-Chicago mark of 7 days, 18 hours and 56 minutes. Sanborn rides an Emblem bicycle fitted with Goodrich Palmer tires. Winquist gathered quite some fame when he battered Sanborn's mark from New York to Chicago and then continued on to St. Louis. Winquist's mount is a Columbia fitted with Palmer tires. Segal uses a Columbia fitted with Palmer Advance tires.

Certificates of merit were awarded the following by the National Board of Governors: James W. Johnston, for riding 10,601 miles during 1904; Albert C. Griffin, for riding 5,766 miles during 1904; Vito Cestone, for establishing New York-Boston record on Sept. 29, of 18 hours, and one for making the same record on Dec. 3, of 17 hours 36 minutes; Benjamin Boyes, for making record of 17 hours and 49 minutes between New York and Boston on Nov. 7; Fred M. Sanborn, for meritorious ride between New York and Chicago, and one for riding 8,529 miles during 1916; William Winquist, for record ride between New York and St. Louis, including marks between New York and Utica and Buffalo, N. Y., and Chicago, and one for riding 6,368 miles during 1916.

BAY VIEW WHEELMEN ELECT

NEWARK, N. J., Jan. 20.—At the annual election of the Bay View Wheelmen held last week, John Taylor was elected president for 1917. The other officers elected were: Vice-president: Henry Walters; second vice-president, Andrew Reiss; secretary, William F. Schiller; treasurer, Charles G. Heiss; sergeant-at-arms, Fred Staats; captain, Walter Grenda; trustees, William Krauss, William Holzhauer and Edward Effinger; governors, John Rein, Charles Rein, Frank Hein, Edward Miller and Arthur Staehle.

DUPUY TO RETURN HOME

NEWARK, N. J., Jan. 23.—Marcel Dupuy, the French cyclist, who, with Oscar Egg, the Swiss, won the six-day race in Madison Square Garden last December, plans to sail for France on the French line steamer *Touraine,* Saturday, Jan. 27. Hans Ohrt, the San Franciscan, will accompany Dupuy to Paris, where Ohrt will join the American Ambulance Corps.

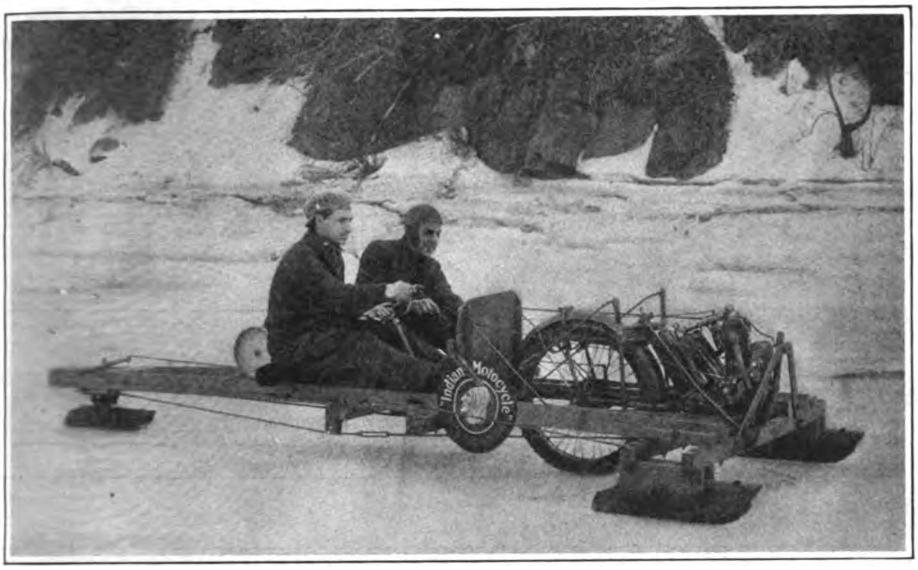
ST. LOUIS CYCLE POLICE

ST. LOUIS, Mo., Jan. 22.—Chief Young, of the local police department, has decided to add a bicycle corps to the force to patrol outlying districts. Six officers will be mounted at the start and the cycle corps will be increased later.

HOW THE C. R. C. A. RIDERS SCORED

Pos.	Name and City.	Miles.	Centuries. Single.	Centuries. Double.	Centuries. Triple.	Points.
1	F. M. Sanborn, Baltimore, Md	8,529	39	1	1	11,804
2	Wm. M. Winquist, Brooklyn, N. Y	6,368	38	1	..	10,368
3	Sylvain Segal, New York City	3,620	4	..	..	4,020
4	Willard Knecht, Stapleton, S. I	2,895	3	..	..	3,195
5	Vito Cestone, New Rochelle, N. Y	1,687	3	3	..	2,587
6	George Stopello, Long Island City, N. Y	1,674	9	..	..	2,574
7	L. A. Wetzel, New York City	802	6	..	..	1,402
8	Mayer Cigal, New York City	750	5	..	..	1,250
9	Frank McGinness, New York City	759	3	..	..	1,059
10	William Jenkins, New York City	669	2	..	..	869
11	Wm. Fredericks, Richmond Hill, N. Y	531	..	..	..	531
12	H. V. Carroll, New York City	384	1	..	..	484
13	L. P. Sattler, New York City	451	..	..	..	451
14	Benjamin Boyes, New York City	240	3	1	..	440
15	P. J. Brock, Brooklyn, N. Y	332	..	..	..	432
16	Louis Grace, New York City	415	..	..	..	415
17	J. M. Mitchell, Greenwich, Conn	190	..	..	..	290
18	Raymond Caldwell, Brooklyn, N. Y	255	..	..	..	255
19	Ernest Kuno, New York City	100	1	..	..	200
20	J. J. Marquart, New York City	100	..	..	..	200
21	William Feil, New York City	100	1	..	..	200
22	H. A. Whiteman, Richmond Hill, L. I	172	..	..	..	172
23	D. W. Moore, Bayonne, N. J	162	..	..	..	162
24	William Belmont, New York City	110	..	..	..	110
	Totals	31,295	118	7	1	43,470

PLENTY OF "PEP" IN THIS MOTOR ICE-SLED



Michael Cimorelli, of Catskill, N. Y., Built It and Equipped It With an Indian Motor; Cimorelli Is at the Wheel; The Outfit Covered a Mile and Seven-Eighths in Two Minutes

A Few Spare Links

By E. B. HOLTON

RIGHT O, Mr. Stuart! You sure did say something when you wrote that article about the advantages of the butt-end tube over its endless brother. Second your motion that the manufacturers stick the butt-ends in rear wheels for a start, to see how the boys take to them.

I don't mind an endless tube in the side-car wheel though, for it can be gotten at quickly, and it is rarely punctured; but as for the rear wheel, butt-ends "for mine."

Was experimenting last week, wearing a long overcoat while out riding. Sure was a warm garment, especially over the knees and thighs where the regular mackinaw is a little short. Was just on the verge of forging a "Link" about it when in pops the missus with the coat on her arm, and she shows me my little old Hart Schaffner with both corners at the bottom damaged; one side chewed by the kick-starter teeth, the other scorched from lying against the hot exhaust pipes.

Now I understand why mackinaws are as long as they are and no longer. Also I have come to the conclusion that we shall have to wear knee-pads for those parts affected by the chilling breezes of January.

The winter is great, but if the cold weather keeps up and my motor does not turn over more easily, I'm going to "holler" for spring, most suddenly.

Dog-gone it, every time I try to start my motor these days, she "abso-bally-lutely" refuses to be sociable until I've gone in the house and brought out the oil-stove and warmed the garage for a quarter of an hour. Then the motor will fire first kick, and not before, no matter how much I prime, heat the plugs, swear or kick it over.

All together, boys: "It's the gasoline we're getting!"

In New Jersey we have to carry two markers on our motorcycles. Of course, that does not affect riders in any other state in the country, but the reason we are tagged fore and aft does.

It's a case of that lawless minority, the few who will not abide by the regulations, causing a new law to be placed on the books, a statute that while it is not oppressive is inconveniencing. Attaching a front marker is no "cinch," take it from several of us who have tried.

Last summer there were a few smash-ups in which motorcycles figured and the riders got away because they did not carry their plates conspicuously. The result was that the motor vehicle department ruled that we must carry two plates in 1917. And there you are.

Fellows, it may be smart to do these little stunts that are just over the line of what the law states is to be done, but sooner or later the bars will go down bang! and then the whole group of us will suffer for the sins of the few.

After wearing a skating-cap of loosely knit worsted for three winters, in which we proved beyond a doubt that it was a well-ventilated piece of head-gear, we were more than tickled when old friend Santa Claus slipped us a Scotch wool aviator's cap this Christmas.

It is one of those head-coverings that pull down over the chin, with only the face exposed—but believe us, boys, it sure is 100 per cent efficient in keeping our listeners warm.

The Scotchmen certainly do grow real wool on their sheep.

Wonder why so many riders are prejudiced against the "gas" or cementless patch. Every other motorcyclist appears to be afraid of them and discourages their use, but I can't see why. Some that I have put on stick as if they were vulcanized on the tube.

It may be that the dislike for the cementless patch is a hold-over from the early days of their use when they were not so reliable. But take it from me, the latest models are "18 k." stickers and I'd not be without 'em.

Take this tip when using them: Don't soak them in gasoline, just use enough to loosen the canvas protector and a little to make the under-surface "tacky." Then if the spot on the tube is prepared, slap the patch on "pronto," and work it on with the thumbs. It will stick then till the red ball goes up on the River Styx.

These are the days when skid-chains are worn extensively, whether it's for snow, ice or mud.

Do you lash the ends down tightly, or do you belong to the band that goes rolling along with the chains slapping against the guards or frame?

There is wear and tear both on the chains as well as on the motorcycle when you can hear the "slap-slap" coming regularly. Better take up on 'em!

Not only that, but should a lose end catch in the stand-latch or sprocket, you would have a fine little mess to unsnarl some time when you least expected it.

Another seasonable tip: If you do much snow-riding, watch the front axle nuts and the cones of the front wheel. They are submitted to a terrific side-strain while driving in ruts and will loosen up after every hard plugging ride you take.

A SEMI-MILITARY CLUB

New Kingston Motorcycle Organization Will Operate Along Novel Lines.

KINGSTON, Ont.—The very latest in Canadian motorcycle circles is a military motorcycle club. This war-time organization is being raised in Kingston and district by Sergeant T. G. Brown, whose address is Headquarters Staff, The Armouries, Kingston, Ontario. Sergeant Brown intends to make the club semi-military in character, but a soldierly spirit will be predominant in all club events, such as runs and races.

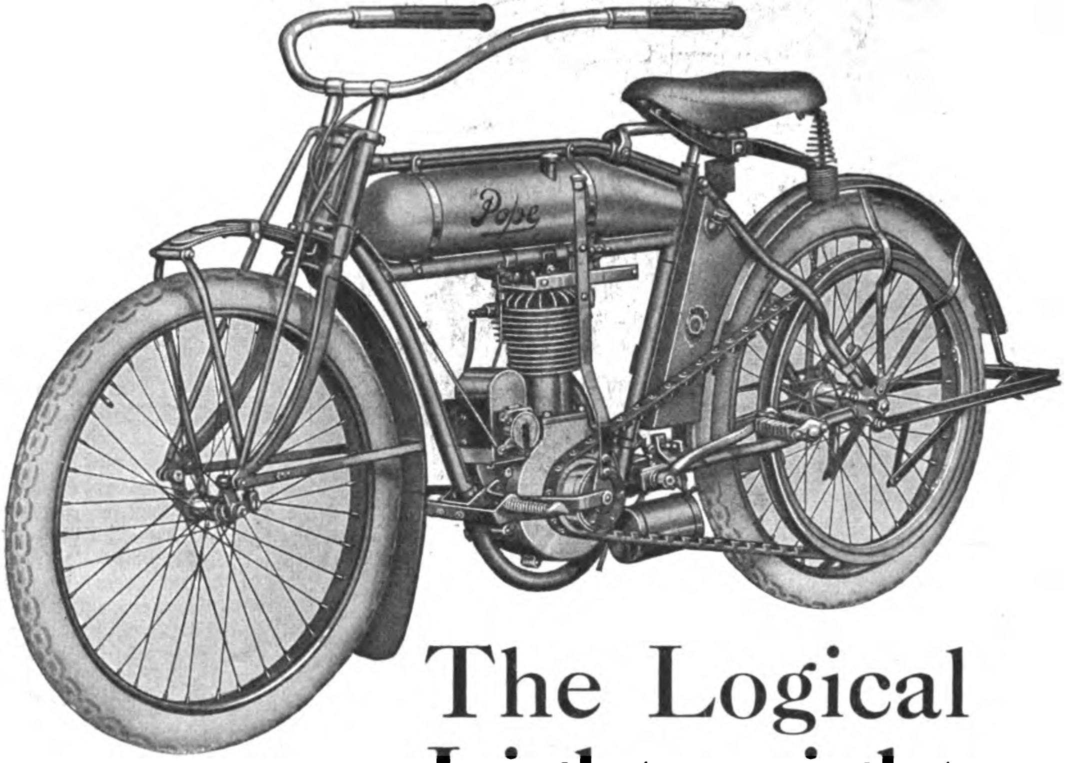
Sergeant Brown is anxious to get in touch with other clubs in Ontario, Quebec and New York State with a view to co-operating in the staging of inter-club activities.

CANADIAN IMPORTS

In Six Months 786 Motorcycles Were Brought in From the United States.

TORONTO, Ont.—According to official statistics just issued by the Canadian Government, the number of motorcycles imported into the Dominion during the six months ending September 30, 1916, was 789. Of this number, 786 were brought in from the United States and only three were imported from the United Kingdom. The total for the whole year is not yet available.

The figures announced by the Government authorities bear out the claim that at least 2,000 new motorcycles were actually sold in Canada during 1916. The import figure of approximately 800 for six months does not, of course, take into consideration the motorcycles manufactured in a Toronto factory.



The Logical Lightweight

THE vast army of motorcyclists is constantly being enlarged by fresh classes of recruits.

These new riders display a natural and decided leaning towards the easily handled, light motorcycle. As a consequence the

Pope LIGHTWEIGHT is arousing interest and enthusiasm as never before; and because of the following features, Model H-17 Pope becomes the logical lightweight selection:

It weighs 175 pounds, which lifts it above the novelty class and permits of strong, dependable motorcycle construction.

Its engine is of the tried and tested four-cycle type which has become standard in motorcycle manufacture.

It has a high tension magneto, Schebler carburetor, Eclipse clutch and United States ***Motorcycle*** tires.

It is equipped with Pope spring Seat Post, thus assuring great riding comfort.

It will cover 75 miles on a gallon of gas. It will travel at speeds up to 45 miles an hour.

It is perfectly balanced, made of the finest material the market affords, possesses beauty of line and is a thoroughly dependable and practical machine. It sells for $140.

Westfield Manufacturing Company

11 Lozier Avenue Westfield, Mass.

Makers of the Columbia Bicycle

Questions and Answers

"ORPHAN" MACHINE PARTS

I AM anxious to get repair parts for the following motorcycles: Marvel, American and Greyhound; please give me the address of some one who has such parts. Would you advise anyone to purchase any of these makes now? Also, give me the best route between Macon, Mo. and Oklahoma City, Okla. R. C. D. HALL.
Horner, W. Va.

For parts for the machines mentioned, write the Motorcycle Parts Mfg. Co., 2127 Michigan Avenue, Chicago, Ill. We cannot recommend a man getting any of these models, as they are "orphan" makes and it will pay a rider to purchase standard machines whose makers are still in existence, even if it does cost him a little more. Regarding the route mentioned, write the B. F. Goodrich Company, Akron, O., addressing the Touring Bureau and mention this magazine.

RACING GOODS

PLEASE tell me where I can get spiral puttees and racing skull caps such as are worn by Baker, Jacobs and some of the automobile racing men.
FELIX FOWLER.
Pittsburgh, Pa.

The spiral puttees are handled by Manley & Johnson, 260 West Broadway, New York, but should be obtainable at any first-class sporting goods house in your city. As regards racing skull caps and racing helmets, apply to A. G. Spalding & Brothers, 126 Nassau street, New York, or your sporting goods man.

SEE FRASSE & CO.

I WOULD like to know where I can get tubing, about 25 feet, of the following dimensions: 3 inches outside diameter, 13 gauge, circular section. J. J. LUCAS.
New York.

See Peter A. Frasse & Co., Inc., 420 Canal street, New York. We think that the size is unusual, and there may be doubt if you could get the quantity you desire at a price you would be willing to pay.

A PUZZLER

I HAVE a 1913 twin machine which I use with sidecar, but find some trouble getting up hills with it. The gearing is about 5.1 on high. Carburetion is all right, valves and ignition are timed as per the factory marks and the machine has plenty of speed on the level with passenger and rider on. Please suggest how I can improve its climbing.
H. TONNELLE.
Philadelphia, Pa.

Provided that the clutch is all right and you have no leaks between the carbureter and the inlet valves, and that everything else is O. K. as you state, we own to being at a loss as to the reason the machine won't climb to suit. If you use a lower gear ratio, the chances are that the motor will overheat. See if a little richer mixture won't have some effect on the climbing powers.

USE 36-TOOTH SPROCKET

MY twin machine has 14 teeth on the engine shaft sprocket, 36 teeth on the clutch body, 20 teeth on the countershaft and 27 teeth on the rear wheel sprocket. This gives me a speed of 70 miles per hour. I am going into hilly country and would like to get a suitable gear ratio for the purpose. H. DAVIDSON.
Boston, Mass.

Your present gear ratio is 3.46, which is much too high for anything but solo riding on the level. Fit a 36 tooth rear sprocket, and get a ratio of 4.7 on high; this will enable you to climb any hill you may meet. The speed of the machine on the level will of course be cut down considerably—at least 12 miles per hour—with this larger rear sprocket. If you wish to get a slightly higher ratio, fit a 34 tooth sprocket, if you can get one.

USE STUDDED TIRE

AS I intend to do considerable sidecar driving this winter, I would like to ask you if there is any advantage in fitting a studded tire to the sidecar wheel, or if a chain is better. ALBERT F. GANZ.
Buffalo, N. Y.

By all means fit a studded tire, or one with a non-skid tread to the side-car wheel. We do not see the need of a chain non-skid device on that wheel, however. The chain, if used, should be on the rear wheel of the motorcycle. It would be of little advantage on the sidecar wheel.

GET A NEW JET

MY motor will not run slowly without missing, and no setting of the carbureter will correct this. I bought it second hand recently. The ignition and valve timing are as per the factory marks.
K. HALL.
Washington, D. C.

The jet opening is too large, and the man who had the machine before you bought it undoubtedly reamed out the jet to get more speed. Apply to the agent for your make for a new jet. See the answer to Henry Schneider, page 28, issue of January 18.

TEST FOR LEAKS

I HAVE a two-speed 1915 model twin which I have run regularly for two seasons. During the last six months, the rear cylinder will not fire unless the plugs are heated. The front cylinder plug is O. K. Also, will this machine pull a sidecar satisfactorily, having the cylinders rebored and fitted with oversize pistons and a 16-tooth motor sprocket in place of the regular 18-tooth sprocket. S. W. MORRIS.
Tiptonville, Tenn.

Test the cylinder and all inlet piping for leaks, this including the spark-plug aperture and the plug itself. We think that you will probably find the plug is leaky. If you don't, try another plug, and see that there is a good washer on it.

The motor will certainly be satisfactory for sidecar work with 16-tooth front sprocket, reboring, etc. If, on the other hand, you want to climb very steep grades, fit a 14-tooth motor sprocket by preference; this will cut your speed down considerably on the level, however.

DOES NOT HOLD CHARGE

I AM using an Edison storage battery on my 1915 machine in connection with a generator and find that the battery will show a decrease in voltage after using for an hour. When I leave the machine stand with the motor stopped and the lights off, the battery appears to increase in voltage, but it does not last. Please give me your advice. "READER."
Wheeling, W. Va.

First test out all cables for short circuits, and see that all ground wires are in electrical connection with the frame. We call your attention to the fact that the makers of the Edison battery state that every year the old solution should be poured out of the battery and a new one put in. As your machine is a 1915 model, we think that perhaps this has not been done, and the old solution may be the cause of the trouble.

If the solution is new, it may need distilled water to bring up the level to ½ inch above the plates. The recommended power of lamps for use with this system is 5-volt 10-candlepower headlights and 2 or 4 candlepower 6-volt bulbs for dimmer and tail lights. If you use bulbs of higher candlepower you are drawing too much current out of the battery. See that the wires leading from the generator to the battery are connected at the proper points and not transposed. Write the Edison Storage Battery Company, Orange, N. J., if you have further trouble with the battery.

SPARK INTENSIFIER

PLEASE tell me if the fitting of a spark intensifying device will affect the running of my motor in giving me more speed. Also, where I can get an inexpensive brazing outfit for small work.
JULES PIGOTT.
Cleveland, O.

The spark intensifying devices are chiefly valuable for making a poor sparkplug fire correctly. They do not intensify the spark at all, as they add resistance to the current passing to the plug. You will get no more speed than when your plugs are in good order and you had no such device fitted. As regards the brazing outfit, get a Style A Prest-O-Torch, costing 75 cents, and use it with a motorcycle Prest-O tank. This can be had from the local station handling the tanks.

UNCLE SAM NEEDS YOU

(Continued from page 7)

not only expert motorcyclists but pretty good soldiers also. It is to bring about the latter condition that the Motorcycle Reserve is suggested.

In addition to hooking up well with the army, the Motorcycle Reserve would no doubt meet with general public approval, and might be the means of removing the last of the prejudice that exists in the minds of the uninformed persons concerning motorcycles. It is pretty hard to deal out harsh judgment to the man who has announced his willingness to serve his country with the best means at his command. It might easily come about that the Motorcycle Reserve would help to give the motorcycle its long deserved place in national opinion.

Our regular army is now adopting the motorcycle as an additional arm of the service, as was strikingly evidenced by the recent heavy appropriation by Congress for the purchase of power two-wheelers. Our Mexican border experience surely proved that the motorcyle is an essential in modern warfare, and the more our army experts look into the situation the more they will be impressed by the value of the single-tracker.

First Motorcycle Experiments

The initial attempts to use the motorcycle as an auxiliary unit for military service took place in the summer of 1909 at Pine Plains, N. Y. Several solo machines were shipped from the Indian factory at Springfield, Mass., to be used for courier and dispatch work, in place of the mounted orderlies who were at that time still using horses as a means of rapid transportation. The motorcycle of that year was far from the stage of perfection shown today, but in spite of frightful roads and other obstacles the factory demonstrators who were acting as dispatch riders managed to impress the general staff in charge of the manoeuvres.

Mounts Adapted to Work

Subsequent developments have given great impetus to special designs for military service, and at the present time it is possible to obtain in this country motorcycles adapted to nearly every branch of army work.

I feel, however, that I should qualify the preceding paragraph by stating that our present machines do not give the best possible results in dispatch and courier service. Our manufacturers appear to have confused dispatch work with machine gun, ambulance and signal corps work. The big, multiple-speed twin of today is an ideal outfit for machine gun attachments, but is hardly adapted to the lighter demands of dispatch carrying.

Lightweights Efficient

Let us consider for a moment the duties of a dispatch rider, and we will see why the motorcycle of lighter weight would prove more efficient. A dispatch rider while on duty must hold both himself and his mount ready for immediate service and except when located at a divisional base he is entirely removed from outside mechanical assistance. He must carry orders wherever the situation demands, and, naturally, deliver said orders by the shortest possible route.

Our dispatch rider may be attached to an advanced position and must find his way back to headquarters over rocks and ditches, or perhaps through a downpour of rain or in a blinding snowstorm, feeling his way over roads crowded with troops. Riding of this character demands constant hard work if falls are to be avoided.

The Sturdy Lightweight

In adapting a motorcycle to dispatch and courier service, therefore, the aim should be to provide a machine that will enable a rider to travel over any and all sorts of roads, or without roads. We have only to develop the present-day lightweight to a more rugged machine, with a little more weight, and with possibly a trifle more "kick" to the motor, and we will have an ideal mount for the work.

The machine I have in mind would be fitted with large tanks and three-speed transmission and would have all-weather finish. The motor should be as simple as the demands of the service would permit, and the carbureter should be absolutely fool-proof. There should be plenty of clearance between tires and mudguards, and in order to keep the center of gravity low we might use 26x3 wheels. A small luggage-carrier for extra equipment would be a worthy fitment, and would provide at the same time a handy grip to permit of easy lifting of the machine.

VITALIC
BRIGADIER
ENDURO
A. H. REDDEN
DAUGHERTY BROS.
A. C. MOUNT
F. C. M. SMITH
PERRY BROS. VULCANIZING CO.
F. T. WENTWORTH, JR.
W. S. HORR

VITALIC BRIGADIER ENDURO LINE
Very Best Equipment LINE

Dealers quickly see exceptional values offered in these quality tires

Write us today for sample sections of these tires and attractive display material and dealer helps.
Your jobber will show you the tires.
CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

Prest-O-Lite
for Motorcycles

J. Warren Kerrigan, Universal Film Star, on his Prest-O-Lite equipped Motorcycle, near Universal City, California.

DEALERS:

You will find Prest-O-Lite sales a permanent, profitable business. If you are not already sharing these profits, write us without delay.

Solves Your Lighting Problem

Prest-O-Lite is the solution to your motorcycle lighting problem. It will give you brilliant, dependable, convenient light at least cost, also perfect service and satisfaction at all times and under all conditions.

Enables you to ride at night with ease, comfort and safety, at any speed. Gives you a clear vision of the road ahead—will not suddenly blow out or fail you when you need it most. Road shocks, jolts and vibration do not injure it—is as sturdy as your motorcycle.

Aside from these advantages, it is thoroughly simple to operate and costs little to buy and use.

Easily and Quickly Attached

To any make of motorcycle you can quickly and easily attach Prest-O-Lite. Necessary equipment can be readily obtained at your dealer's. He can probably make you a special price on a "Prest-O-Lite tank, a lamp and a good mechanical horn." This equipment will give you the greatest satisfaction in strenuous service.

Our literature on motorcycle lighting will prove of great interest to you. It is yours for the asking.

The Prest-O-Lite Company, Inc.
The World's Largest Makers of Dissolved Acetylene

Main Offices and Factory
246 Speedway
Indianapolis, Indiana

Canadian Office and
Factory
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

SELLING AN IDEAL

(Continued from page 27)

their favorite form of recreation—and not in the mere collection of mechanical features that we call a motorcycle. It is upon those service points that the dealer should place emphasis.

"A brief statement of the machine's mechanical makeup is fine in its place, and if the prospect asks questions along technical lines they should be answered gladly and fully, of course," argued Simms, "but the wise dealer will always be on the lookout for an opportunity to talk of the ideal behind the motorcycle, the pleasurable service it will give, and the wonderful opportunities it will open."

"Some people buy motorcycles in a sort of experimental mood," remarked McCullough. "They want to do something to break the monotony, and finally they drift into a motorcycle agency."

Nibbling at Business

"Sometimes," conceded Simms, "but not often. I struck a fellow three years ago who seemed to be in that class, but he wasn't. He appeared to be nibbling at a motorcycle purchase, without any very definite idea of what he would do with a machine.

"I made it my particular business to get acquainted with him, and discovered that his wife was a frail little woman who had been advised by her doctor to lead an outdoor life.

"They couldn't afford a motor car, and trains and trolleys were of no value under the circumstances. So that chap was in the market for a motorcycle simply because he had a mental picture of his wife rolling along with him through the open country and drinking in big draughts of God's sunshiny fresh air. That was his dream. I talked motorcycle to him along those lines and he bought a sidecar outfit from a dealer in my home town. He's never regretted it."

"Then you argue that the motorcycle dealer is really selling scenery, fresh air, health, relaxation and good fellowship," put in McCullough.

"Right-o!" boomed Joe Simms. "Sell a man the big outdoors idea and the motorcycle sale will almost take care of itself."

LIGHT WHEELS IN DEMAND

LOS ANGELES, Cal., Jan. 12.—Bush & Bush, 1554 West Pico street, local agents for the National bicycle, made by National Cycle Mfg. Co., Bay City, and who also handles Pierce and Great Western wheels, are noticing the improved demand for light wheels which is in evidence all over the country. Mr. Bush says people are going more to the extreme of good wheels than for some time past. Up to a year ago conditions were such that he would not have a racing wheel in the place. Now he finds as good a demand as for the others and believes that within a year the demand will be almost entirely for light wheels. Regarding the price situation, it is not hurting the bicycle business as the public has become accustomed to advances and thinks it is natural that bicycles should go up the same as anything else.

ADDRESS WANTED

An inquiry from Henry Lewis, of Fort Worth, Texas, has come for the address of John S. Prince, the race track builder. The inquirer is organizing a company in Fort Worth to build a board track for motorcycles and would like to locate Mr. Prince to get his aid in building the oval.

TRADE DINNER AT ROCHESTER

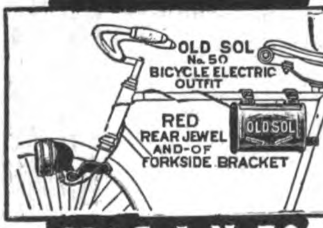
ROCHESTER, N. Y.—Prominent men in the cycle trades were the guests of the Rochester Trades Association on Jan. 23, during the week of the Rochester Auto & Motorcycle Show. H. S. Quine, of the "Million Bicycles Committee" was the guest of honor. Others of note were John Henry, Vim Cycle Hardware Co., William Emerson, Buffalo Metal Goods Co., and Frank Chase, of the Frank Mossberg Company.

TAKE CLEVELAND IN DENVER

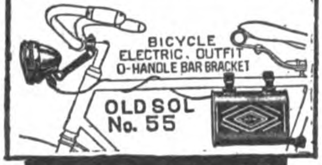
DENVER, Colo., Jan. 15.—The most important event taking place among the trade in this city during the past week was the taking over of the Cleveland motorcycle agency by the firm of Boyd & Williams, 1336 Broadway. The firm for the past several years have been Western distributors for the Indian, which machine they will continue to handle.

HAS ONLY BOB IN TOWN

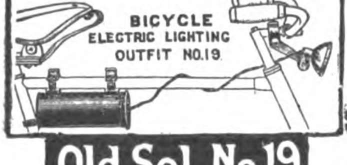
MOUNDSVILLE, W. Va.—Archie Stultz, of the firm of Stultz & Harris, Harley-Davidson dealers, is out all his spare time motor-bobbing. Stultz has the first and only bob in this city, but others are being constructed.



Old Sol No.50



Old Sol No.55


BICYCLE ELECTRIC LIGHTING OUTFIT NO.19

Old Sol No.19

GET IN LINE DEALERS!

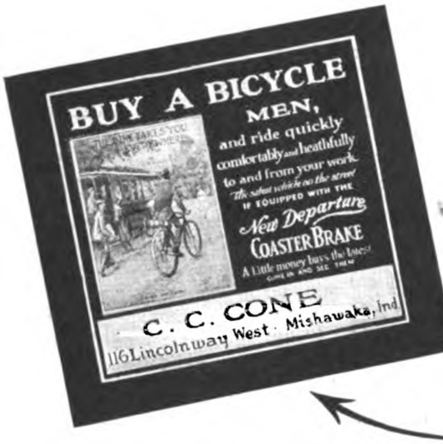
These Famous "Old Sol" Outfits will put "Pep" and Profit Into Your Lamp Trade

The "Old Sol" Line of Bicycle Lamps has doubled the riding pleasure of thousands of riders—and doubled the lamp sales of as many dealers. Economy, convenience, class and efficiency of lighting service—these are the features that commend these up-to-the-minute light-givers to every one of your customers. You can't fail to make every demonstration a sale.

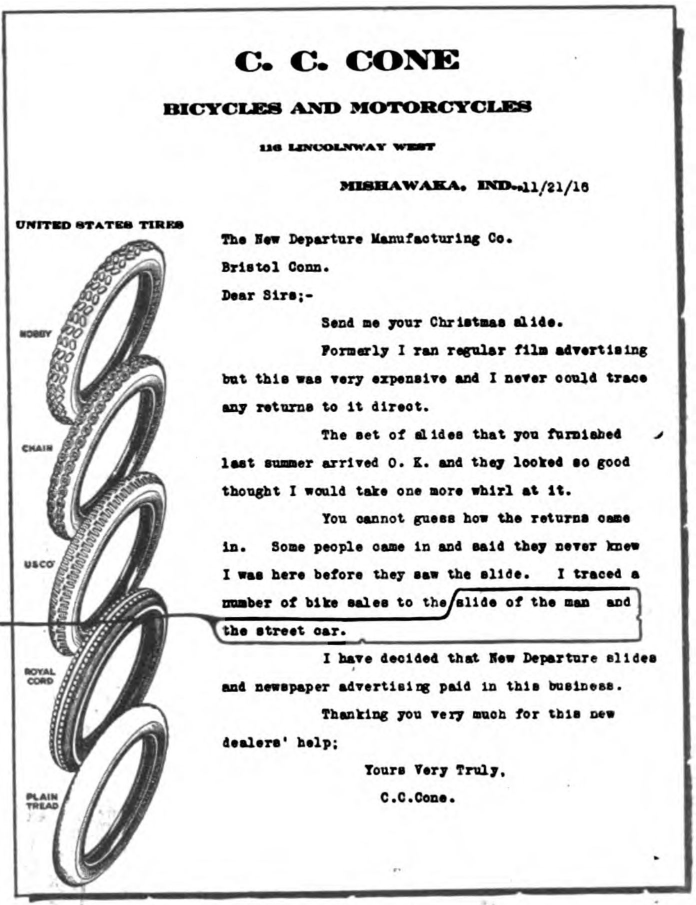
Hawthorne Mfg. Co.
Brideport, Conn.

New Departure Dealer Helps Pay

If you ever doubted it—read this letter—


BUY A BICYCLE
MEN,
and ride quickly
comfortably and heathfully
to and from your work.
The safest vehicle on the street
IF EQUIPPED WITH THE
New Departure
COASTER BRAKE
A Little money buys the latest
COME IN AND SEE THEM
C. C. CONE
116 Lincolnway West · Mishawaka, Ind.

One of the Series of New Departure Slides.


UNITED STATES TIRES
NOBBY
CHAIN
USCO
ROYAL CORD
PLAIN TREAD

C. C. CONE
BICYCLES AND MOTORCYCLES
116 LINCOLNWAY WEST
MISHAWAKA, IND. 11/21/16

The New Departure Manufacturing Co.
Bristol Conn.

Dear Sirs;-

Send me your Christmas slide.

Formerly I ran regular film advertising but this was very expensive and I never could trace any returns to it direct.

The set of slides that you furnished last summer arrived O. K. and they looked so good thought I would take one more whirl at it.

You cannot guess how the returns came in. Some people came in and said they never knew I was here before they saw the slide. I traced a number of bike sales to the slide of the man and the street car.

I have decided that New Departure slides and newspaper advertising paid in this business.

Thanking you very much for this new dealers' help;

Yours Very Truly,
C.C.Cone.

THIS live bicycle dealer had remarkable results from New Departure moving picture slides after using ordinary slides without success.

Through the New Departure slides he made new customers who, the day before, ***did not even know he was in business!***

WHEN you specify New Departure brakes on your wheels and use New Departure selling helps, you have already taken a ***big step*** towards success.

Be sure and order your spring bicycles with New Departure coaster brakes and send at once for New Departure spring advertising, furnished free.

THE NEW DEPARTURE MANUFACTURING COMPANY, BRISTOL, CONN.

NEW DEPARTURE COASTER BRAKE
The Brake that Brought the Bike Back.

WITH TRADE IN TORONTO

Both Manufacturers and Dealers Prepare for Expected Big Business at Conclusion of War

TORONTO, Ont.—Various building activities in Toronto and vicinity indicate a further rapid development of the cycle and kindred industries in the Dominion despite the war. In some instances, constructional work has been undertaken at the present time in order to provide for eventualities after hostilities are concluded.

The latest important announcement from official sources is that the B. F. Goodrich Rubber Company, Akron, is making arrangements for the erection of a $100,000 factory at Hamilton, Ontario, at an early date. This plant will be used to manufacture "Made-in-Canada" tires and accessories to supply the Canadian trade.

Final contracts are being awarded by the Goodyear Tire & Rubber Co., Limited, 152 Simcoe street, Toronto, for its $750,000 factory at New Toronto, which will be ready for occupation shortly. This will be a four-story brick and steel building.

The S. K. F. Company, Hartford, Conn., and Sweden, have organized the Canadian S. K. F. Company, and a Canadian office has been opened at 47 King street, west, Toronto. Gordon James is in charge of this office. He was formerly with the Canadian Fairbanks-Morse Company, Limited, former exclusive Canadian distributors of S. K. F. bearings.

W. R. Sachs, Toronto distributor of storage batteries and accessories, has moved from 77 Adelaide street, west, to much larger premises at 23 Richmond street, west, Toronto.

Immediately after moving into their brand new factory and warehouse at Weston, the Canada Cycle & Motor Company, Limited, decided to increase their facilities by the erection of two new buildings.

Frank Moritz, a former well-known rider and racer of Toronto, has opened a motorcycle service station at 724 Danforth Ave.

OTTAWA SHOW

Smith Flyer Makes Lasting Impression —Bicycles Shown

OTTAWA, Ont.—The sensation of the Ottawa Motor Show, January 15-19, was the Smith Flyer, which is handled in Ottawa by the Keyes Supply Company and which is distributed in Canada by the A. E. Bregent Company, Ottawa. The Flyer was demonstrated by Fred St. Onge, the hustling sales representative of the Bregent company, and he created considerable excitement by driving the miniature "five-wheeler" around the aisles of the Arcade Building, where the show was staged.

St. Onge also had charge of a display of Smith motor wheels, Pope and D. P. Harris bicycles, Atherton coaster brakes, Bregent tires and accessories.

Another excellent exhibit was that of Hyslop Bros., Toronto, which consisted of bicycles and accessories.

GET INTO COUNTRY

Glasgow of Tacoma Gives This Advice to Interest Prospects

TACOMA, Wash.—"One of the surest ways to get a prospect interested in purchasing a motorcycle is to get away from the crowded city and bring him in touch with the country," says W. P. Glasgow, local Harvey-Davidson dealer. "The motorcycle is the answer to how to best visit the beauty spots in the country in the shortest time.

"The man who views the landscape from the seat of a motorcycle has spread before him the best that eye can see and under conditions calculated to make the most favorable impression. The big thing in this and succeeding years which will promote the increase in the sport is the construction of more and better highways in every locality."

SELLS LAST OF LOT

TACOMA, Wash.—The Fuller Cycle & Supply Company has delivered two 1917 Hendersons this week, these being the last of a shipment which came in recently. Manager Fuller reports a good bicycle business during the past month and also a large sale of accessories.

HIGHWAY TO BE MARKED

PORTLAND, Ore.—The entire length of the Pacific Highway across the State of Oregon is to be marked with new road signs early this spring, by representatives of the American Automobile Association.

STANDARD
No 5 PIRATE PEDAL
No. 4 STANDARD RAT TRAP PEDAL

"WATCH YOUR STEP!"
Safety demands that you be surefooted.

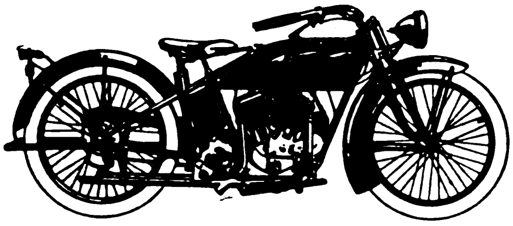
Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. Torrington Connecticut

R S



The World's Master Motorcycle

If you saw us testing Reading Standard Motorcycles before they are shipped from the factory you would think we were abusing them. You would marvel at the complete and thorough R-S test. But you would know why the R-S gives such lasting satisfaction and service.

As a result, the Reading Standard is able to stand the gaff of all sorts of roads and conditions. It never falters—never stalls—never weakens. It's always on the job and stays on the job, and that's the kind of a motorcycle you want. Before you make any choice write for catalog.

Reading Standard Company

501 Water St., Reading, Pa.

Prepare for the Miles Ahead

It is never too soon to think of Spring and the time when the roads will be ready for riding. The weeks are slipping along, as surely and steadily as the miles on a

CORBIN-BROWN SPEEDOMETER

For the old or new motorcycle specify this thoroughly tried and tested instrument. It is satisfactory in every count—accuracy, durability, and convenience.

Motorcyclists have used it for years and have found it at all times dependable. Give it an investigation. Prepare now for the miles ahead. Remember the Corbin-Brown, it is the standard speedometer equipment.

Write today for cataog

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES:
New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

MILES PER HOUR
0
10
20
30
40
50
60
70
80
CORBIN

Diamond Chains

FOR

Motorcycles

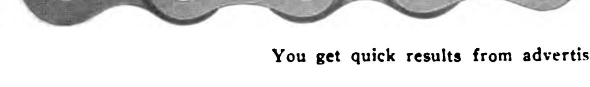
Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

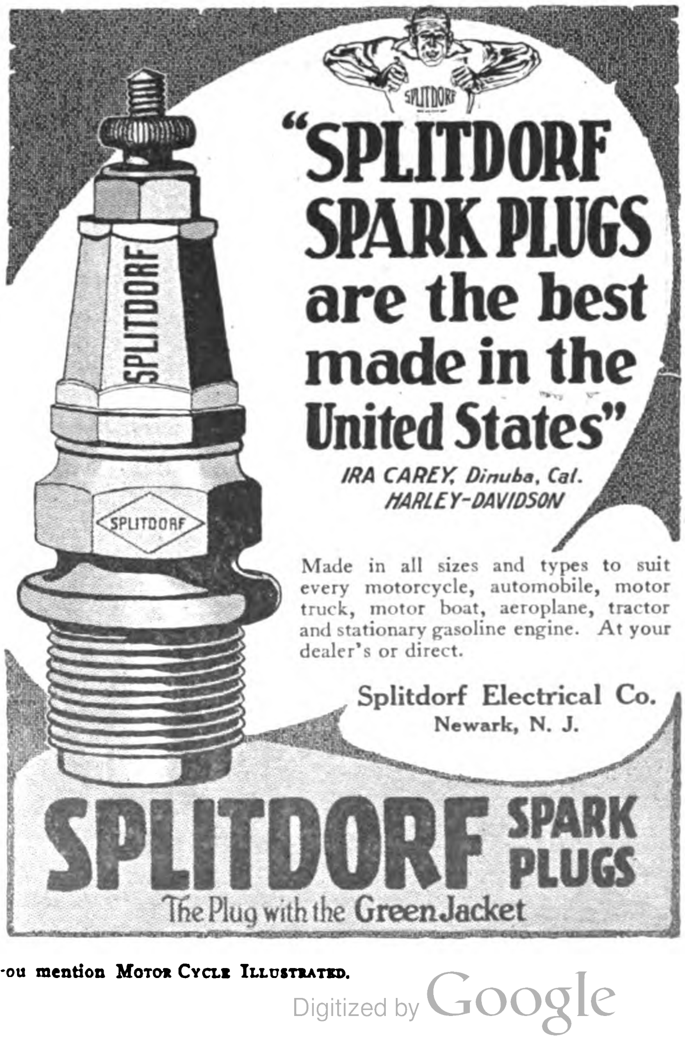
Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana





"SPLITDORF SPARK PLUGS are the best made in the United States"

IRA CAREY, Dinuba, Cal.
HARLEY-DAVIDSON

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS

The Plug with the Green Jacket

FRISCO TRADE NEWS

Doings of Retailers in California's Busy Metropolis

SAN FRANCISCO, Jan. 16.—E. F. Merry, Excelsior distributor, reports the first shipment of 1917 models as sold out, as dealers all over his territory have been ordering heavily. Another shipment is now on the way and most of its contents are booked for in advance.

Merry left San Francisco a few days ago and is now at the Excelsior factory in Chicago. He will be gone three weeks and his trip eastward will include calls on the various tire factories.

Z. Barton, manager of the local Thor factory branch, left this city on Saturday for an extended tour over southern territory. His trip includes visits to Fresno, Los Angeles, San Diego, Phoenix, Ariz., and the Texas chief cities.

H. J. Banta, of the Weinstock-Nicholls Company, distributing the Cleveland, has returned from a trip to the factory. The firm will shortly open a retail store in San Francisco.

Maggini & Perkins, Harley-Davidson distributors, are distributing their share of 12 of the new olive drab twins in the carload that was unloaded yesterday. These 12 will bring the total up to 30 Harley-Davidsons of 1917 model sold by the partners to date. A new man has been added to the repair shop staff, making six in that department.

Julius Smith, of the E. H. Merry Company, has left this city for a trip covering Bakersfield and the territory south in the interests of Kokomo tires and Excelsior parts.

C. Meyer, of the Pacific Motor Supply Company, Indian representative, is demonstrating the newly-arrived Indian opposed cylinder light twin. Orders for this machine from dealers and riders are already coming in fast.

AWAITING 1917 MODEL

LOS ANGELES.—John T. Bill, distributing the Emblem, has only two of his entire stock of 1916 Emblem lightweights, and is now awaiting the 1917 models. He has sold a large number of Pierce bicycles, also, his Christmas trade being the best he has had since entering the cycle business.

VAN ORDER RECOVERING

LOS ANGELES, Cal.—A. F. Van Order, salesman for Passmore & Sayre, local Harley-Davidson agents, showed up at the store last Monday after figuring in a collision with another machine on the Saturday before. Van Order was knocked out by the accident and was reported as fatally injured, but is now well on the road to complete recovery at his home.

ADS. BRING RETURNS

LOS ANGELES.—The Goudy-Hoffer Company is getting excellent returns from a campaign of big-space advertising, particularly in the Japanese newspapers. Their biggest spread was a half-page on the Excelsior motorcycle and bicycle in the leading Oriental daily's New Year souvenir edition. The entire text of this ad. was in Japanese.

DEALERS COMBINE

SAN FRANCISCO,—Jan. 16.—Motorcycle dealers of Morgan Hill, Gilroy, San Juan, Hollister, Salinas, Santa Cruz and Watsonville have formed a Dealers' Association patterned after the State Hardware Dealers' Association. One of the objects of the association is to impress upon jobbers the necessity of not supplying mail order and department stores with machines in protecting the small country dealer.

NEW SHOP AT SALINAS

SALINAS, Cal.—Fred Emery, until recently employed in the Salinas Cyclery, has opened a repair shop in Sausal street. The new establishment is called the City Repair Shop, and will carry a full line of bicycles and supplies.

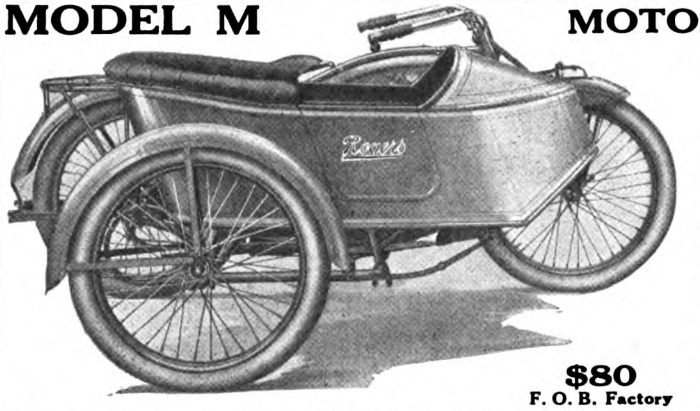
VALLEJO CLUB ELECTS

VALLEJO, Cal.—The Vallejo M. C. has just elected and installed its new officers. Following the ceremonies, a fine banquet was served. The officers are: C. W. Smith, president; Paul Westfall, captain, and E. Hansen, secretary-treasurer.

KUPFER IN NEW PLACE

LOS ANGELES.—A. M. Kupfer, proprietor of the Motor Exchange, has moved into a double store at 921-923 South Main street, two doors south of his former quarters. The expansion of his business in used machines was the cause of his move.

MODEL M



$80
F. O. B. Factory

The Most Perfect Sidecar Ever Built

MOTORCYCLE DEALERS, ATTENTION!

Do you know that there is a **Rogers** SIDE CAR

"Tailor Made" to perfectly fit and aline with the motorcycle you sell, with no intricate adjustments or alinement left for the user?

The many Exclusive Details of ROGERS Superiority are told in our new circulars of which there is one specially prepared for every leading make of motorcycle.

Write us today stating make of motorcycle you sell and we will immediately mail you the most interesting sidecar information you ever read.

ROGERS MANUFACTURING CO. 337 West Madison St. Chicago
Irving Beck (Service Station), 1691 Park Ave., New York

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

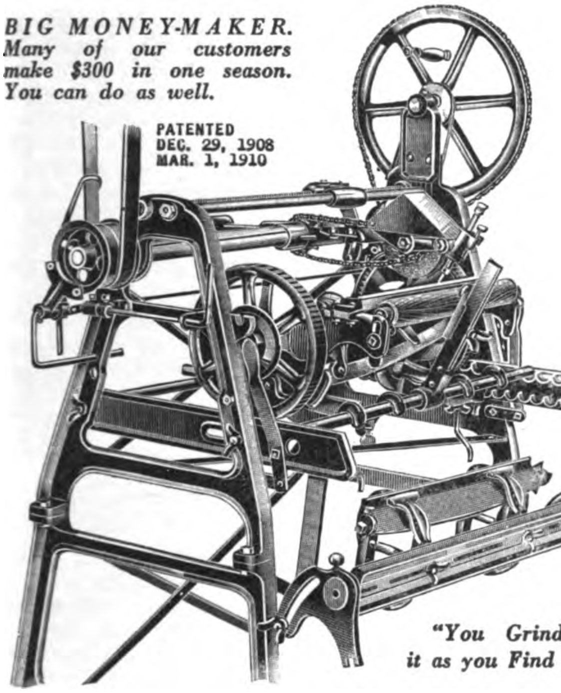
MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

***RATES:* One insertion, three cents a word; two or more insertions, two cents a word for each insertion**

"IDEAL" LAWNMOWER GRINDER

*BIG MONEY-MAKER.
Many of our customers make $300 in one season.
You can do as well.*



"You Grind it as you Find it"

Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $40. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

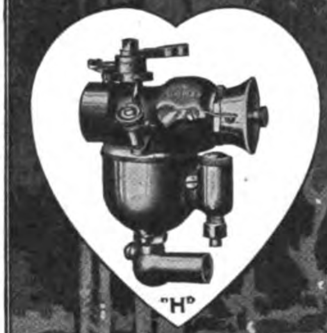
The Root-Heath Mfg. Co., Plymouth, Ohio

The SCHEBLER CARBURETOR

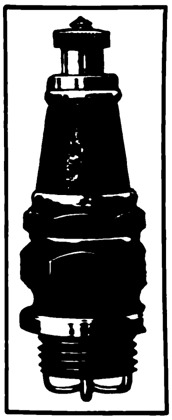
*America's Standard
Supreme through Merit*

THE HEART
OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD



WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
*BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES*



BENTON

The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

To Buy or Sell
USE
THE MART
3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

Wherever Ball Bearings are used you will find

STAR
Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

NOW SHE RIDES A "FLYER"

OTTAWA, Ont.—The first user of a Smith Flyer in Canada is Miss Florence Bain, of this city, who has been using one of the unique vehicles on the streets for the past two months. Miss Bain's father brought the first Wall Auto-Wheel from England, and, incidentally, secured the manufacturing and selling rights for the Wall attachment for both Canada and the United States.

IMPERIAL OIL CONVENTION

SARNIA, Ont.—Four hundred employees of the Imperial Oil Company, representing the Standard Oil interests in Canada, gathered here for the week of Jan. 8-13 for a sales convention. They were addressed by Manager J. F. Shadford, in charge of the Queen City Division of the company, Mr. Peck, of Memphis, an engineer of the Vacuum Oil Company and others.

OPEN RETAIL STORES

SAN FRANCISCO, Cal.—The Weinstock-Nicholls Company, California representative of the Cleveland two-stroke lightweight, is opening a series of retail stores in this city, Los Angeles and Oakland. The stores are located in the business districts of those cities.

SOLDIER BUILDS A BOB

TORONTO, Ont.—Bert Kennedy, a returned soldier, and Jack Brandt, both employees of Percy A. McBride, Toronto, Canadian distributors for Henderson motorcycles, have just placed in commission a novel motorcycle-bob, the power for which is furnished by a Henderson engine. The motor-sled was built in McBride workshop and it follows original lines.

CHEAPER "GAS" FOR COAST RIDERS

SAN FRANCISCO.—Riders on the coast are in a fair way of paying less for gas during the next riding season. The Standard Oil Co. has decided to add to the Point Richmond refinery five new compressor plants for making gasoline from casinghead gas. The plant, when finished, will have a capacity for handling 20,000,000 cubic feet of casinghead gas, which is gathered from gas and oil wells in and around the Point Richmond plant.

HAS "SLEIGHMOBILE"

HUNTINGDON, W. Va.—Carlisle Stewart, a local rider, is now driving his "sleighmobile," which consists of a sidecar combination in which the front wheel and sidecar wheel are replaced by runners. Stewart is being besieged by passersby and riders as to details concerning the operation and construction of his winter outfit.

FIRESTONE BUILDING IN DETROIT

DETROIT, Mich., Jan. 22.—Plans for the erection of a $500,000 structure on Woodward avenue, near Canfield, have just been completed by the Firestone Tire and Rubber Co., of Akron, O. The structure will be four stories high and built of reinforced concrete.

GOOD ROADS PLANS

WHEELING, W. Va.—Counties in West Virginia are to issue between $5,000,000 and $6,000,000 worth of bonds for good roads for 1917, according to a statement made by State Highway Commissioner A. D. Williams. Bond elections are to be held throughout the State every month, and before the year is past, Mr. Williams predicts all of West Virginia's counties will join in a big good roads movement

TRIO IN NEW FIRM

WHEELING, W. Va.—A new company to deal in motorcycles and supplies has been formed in this city. It is known as the Wheeling Motorcycle Company and will have the agency for the Henderson, Thor and Excelsior motorcycles. Bob Campbell, former manager for the T. A. Hoge Company, Walter Bowman and J. P. Wasmuth, form the company, Bowman being the local Henderson and Excelsior agent.

IN NEW QUARTERS

MINOT, N. D.—The Indian Motorcycle Company, of which Boedecker & Rode are proprietors, is now settled in its new home at First street, near Central avenue. In addition to motorcycles and bicycles of Indian make, the firm handles sporting goods and U. S. tires.

TO HOLD RACES

SCHENECTADY, N. Y.—The Schenectady M. C., of this city, is planning a series of motorcycle races to be held in conjunction with the Schenectady Driving Club. The one-mile track used by the latter organization will be used for the meets.

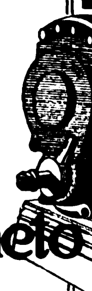
Worth More

Does More

The Berling Magneto

Just ask for it on your next motor

Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.



Pullman
The Harry Svensgaard Sales Corp. Detroit.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

RENOLD

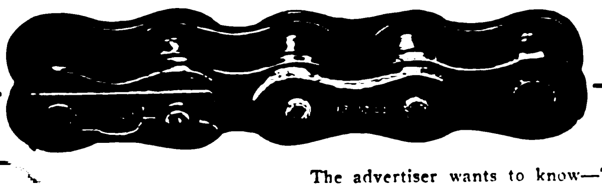
7143
⅝" pitch
¼" wide

For RELIABILITY

7144
⅝" pitch
⅜" wide

Can stand the "gaff" of speed or load with Renold resourcefulness. You can "let out" with absolute assurance of safety and implicit faith in the ability of Renold Chains.

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts. New York City



MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

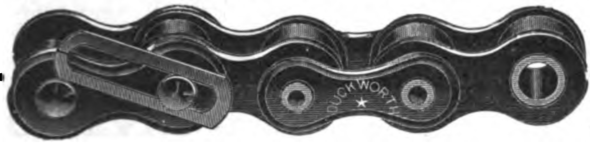
Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.



Firestone

Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

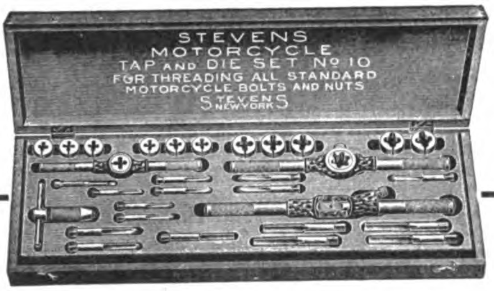
Firestone Tire and Rubber Company
Akron, Ohio. Branches and Dealers Everywhere

F-N TANDEMS

will now retail at

$11.50 Each

FENTRESS-NEWTON MFG. CO.
Detroit Michigan



A Good Threading Set

This set is complete—it will duplicate the threads on every motorcycle on the market. There are 13 large adjustable dies, 15 machine taps, 2 stocks, 2 tap wrenches and screwdriver. The quality is right. Every piece guaranteed. PRICE—Mounted in hardwood case, $10.00.

Mfrs. of Bicycle, Motorcycle Accessories. **STEVENS & CO.** 375 Broadway, New York

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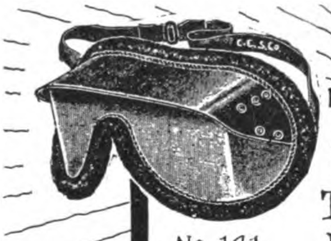
Advertisements for MIAMI-MADE BICYCLES

Will Be Reproduced Before Buyers
7,205,046 TIMES
Cash In On This Advertising
Four Lines
RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.



Sun, wind and moisture never bother the wearer of

THE CHICAGO DIMMER GOGGLE

No 141

This perfect eye-shield is correctly designed to fit contour of the face, allow free range of vision, protect the eyes from dazzling sunlight, wind, rain and dirt and ventilated to prevent misting in cold, damp weather. A better goggle isn't made. Buy a pair today.

Dealers—Jobbers everywhere supply the Chicago Dimmer Goggle.

Chicago Eye Shield Co Chicago, Ill

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
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National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 1[illegible]th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone [illegible] Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York
563 West 110th St.
Bronx Branch
Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
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FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 400 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
ver Borckheimer, Prop. V. C. [illegible], Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributer
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3006 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1831 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
182 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1800 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
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MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
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CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

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Also

BICYCLES and SUPPLIES

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CITY SUPPLY CO.
56 Warren Street New York

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines.
Special attention to dealers.

IRVING BECK
1601 Park Ave. Phone Harlem 7080

Motorcycle Supplies

Get our catalog "C" describing all supplies for your machine at money saving prices.

E. J. WILLIS CO. 85 Chambers St. New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Excelsior Short-Coupled Ported Racer, only used four times, good as new. If interested write at once. Best offer takes it. W. E. McFarland, 2816 Col. Ave., Anderson, Ind.

FOR SALE—1916 Harley-Davidson, horn, Prest-O-Lite tank, lamp, and F-N tandem, run less than 2,000 miles. Everything in good condition. Price $230. Chester Ickes, Reynoldsdale, Pa.

FOR SALE—1916 model Indian, lamp, tank seat, horn, all $225. 1915 model Indian, new condition, $150. Both 3 speed. A. E. Palmer, Port Jervis, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

FOR SALE—1916 3 speed Indian twin. Bought August 5. Never punctured. Never let fall. Looks and runs like new. I want the 1917 Olive drab finish. Price $200. J. W. Phelps, Le Roy, Ill.

FOR SALE—Twin Indian, cradle spring frame, two-speed, electrical equipped and just overhauled. New gears and clutch, $130. (Call or write.) H. Lockwood, 372 Communipaw Ave., Jersey City, N. J.

FOR SALE—1912 Twin Indian, good condition, Prest-O-Lite, footboards, 3-inch tires, auto inner tubes, exhaust horn; $45. Also one 1915 H.-D. sidecar, $40. R. L. Myler, R. No. 1, Box 64, Caruthersville, Mo.

THREE singles, two twins, Henderson, Smith motor wheel. Three watches. Exchange for automatic shotgun, trapgun, bicycle, anything. Stamp. Lee Howell, Jr., 217 Chestnut St., Evansville, Ind.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

FOR SALE—1914 Indian twin, two speed, kick starter, speedometer, tandem. Run less than 4,000 miles. Looks good and in good condition. $100, $25 down balance c. o. d. Clyde Brown, Chester, W. Va.

SLIGHTLY USED PARTS at less than half. We tear up hundreds of motorcycles and sell the good parts cheap. Bosch magnetos, $4 to $10; cylinders, $3 to $7; frames, $2 to $10; pistons, $1. All other parts in proportion. No catalogues. Write for prices. Van's Motorcycle Wrecking Shop, 101 West 10th St., Los Angeles, Cal.

HELP WANTED

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

WANTED SALESMAN—Capable and energetic salesman, who has had successful experience in handling motorcycle or bicycle lines, to place Cyclemotor agencies in Middle West territory. Excellent opportunity for a man who can show results. Give full information in first letter. W. C. Langdon, Box 315, Fargo, N. Dak.

BUSINESS OPPORTUNITIES

FOR SALE—Best, old-established paying bicycle, motorcycle and phonograph business in Florida (southland). Population, 10,000. Selling reasons, sickness and wish to retire. Address Rex, care of Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Indian 1915 frame, less tanks, front and rear springs, forks. Frank Vache, Temple, Okla.

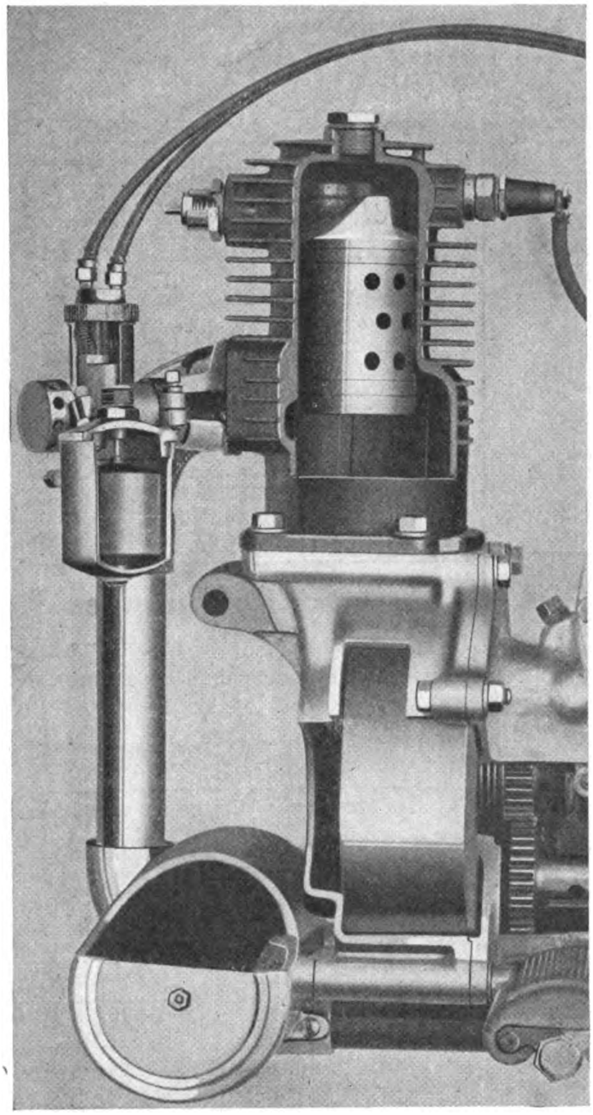
WE WILL pay 20c. for each copy of the Jan. 27, 1916 issue of Motorcycle Illustrated received before Feb. 1. Motorcycle Illustrated, 13 Park Row, N. Y.

WE WANT a number of copies of the Oct. 5, 1916, issue of Motorcycle Illustrated. We will pay 15c. each for every copy received before Feb. 1. Motorcycle Illustrated, 13 Park Row, N. Y.

WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa.

WANTED—Pair small size 1915 Harley tanks. Box 1689, Atlanta, Ga.

AT 1635 Myrtle Ave. and Woodbine St., motorcycle garage; capacity, 30 machines; opening February 1. Apply now for space, $1.50 month. Raedel, 2363 Myrtle Ave., Brooklyn, N. Y.



This Motor Has Only Five Major Parts

A cylinder, a crank case, a piston, a connecting rod and a flywheel—these five main parts constitute the motor on The Cleveland Lightweight—the simplest power unit known.

DRUGS AND SUNDRIES

For Business

There is an endless field for the Cleveland Lightweight in every day business. Special deliveries for all kinds of stores can be made cheaper, quicker and better. Dealers sell Clevelands on demonstration.

Second Point

TWO STROKE MOTOR

A complete power plant in five pieces is about the last word in simplicity. That's all there is to the motor of the Cleveland Lightweight excepting the bolts to hold the parts together.

Free from valves, cams and springs; intake and exhaust accurately placed; compression in crank case; altogether a fine, self-contained little engine that plugs along quietly, as you want it, when you want it, with more power per pound of weight than you can get out of any other motor. 75 miles to the gallon.

The Cleveland Lightweight

The First Point in this world storming motorcycle is its exclusive straight line worm drive, described in our last advertisement. Read this and watch for the others. Get into the Lightweight field with the right machine—the one that started the whole business—the one that made good from the start—the leader today—the money maker for tomorrow—the sensible—the universal motorcycle. Price $160.00; with Kick Starter, $170.00 F. O. B. Cleveland, Ohio. Don't hesitate—write now.

The Cleveland Motorcycle Mfg. Co.
7211 Platt Avenue, Cleveland, O.

The Cleveland Motorcycle Mfg. Co.
7211 Platt Ave., Cleveland, Ohio.

Please send me your booklet entitled "I Venture to Prophesy"; also full selling plan on the Cleveland Lightweight.

Name ....

No. .... Street

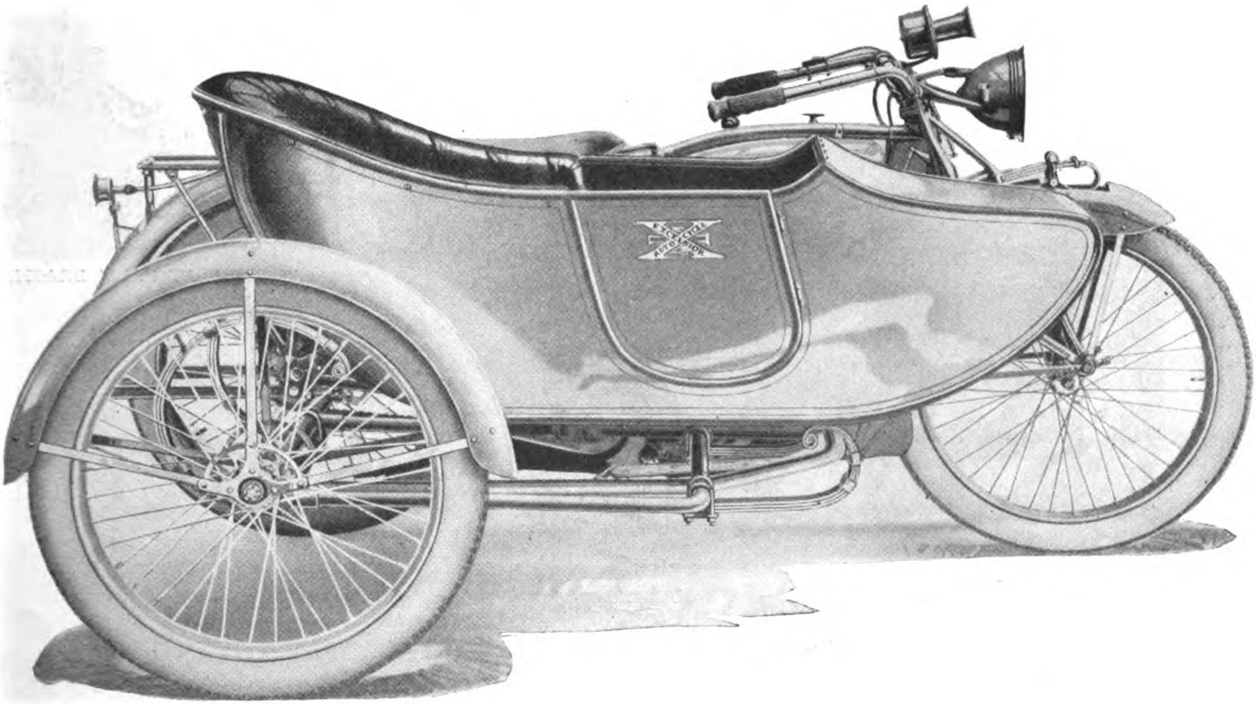
City .... State ....

Beauty Unadorned

Here is the new

Excelsior Sidecar

Ready For Its Load of Feminine Lovliness



Note the Smooth Flowing Body Lines, Deep, Comfortable Seat, Three Leaf Vanadium Steel Springs and Low Body Position.

These points are visible in the illustration.

The Even More Important details that you cannot see are the

Three Point, Self Alining, Pivotal Connections
Semi-Flexible Spring Center Brace
Drop Extension Axle and the
Best Material, Workmanship and Finish that can be put in a sidecar.

This car has been designed and built as a component part of the Model 18-3 EXCELSIOR motorcycle and in combination therewith possesses all the dominant features of marked supremacy that have established the

EXCELSIOR AUTOCYCLE

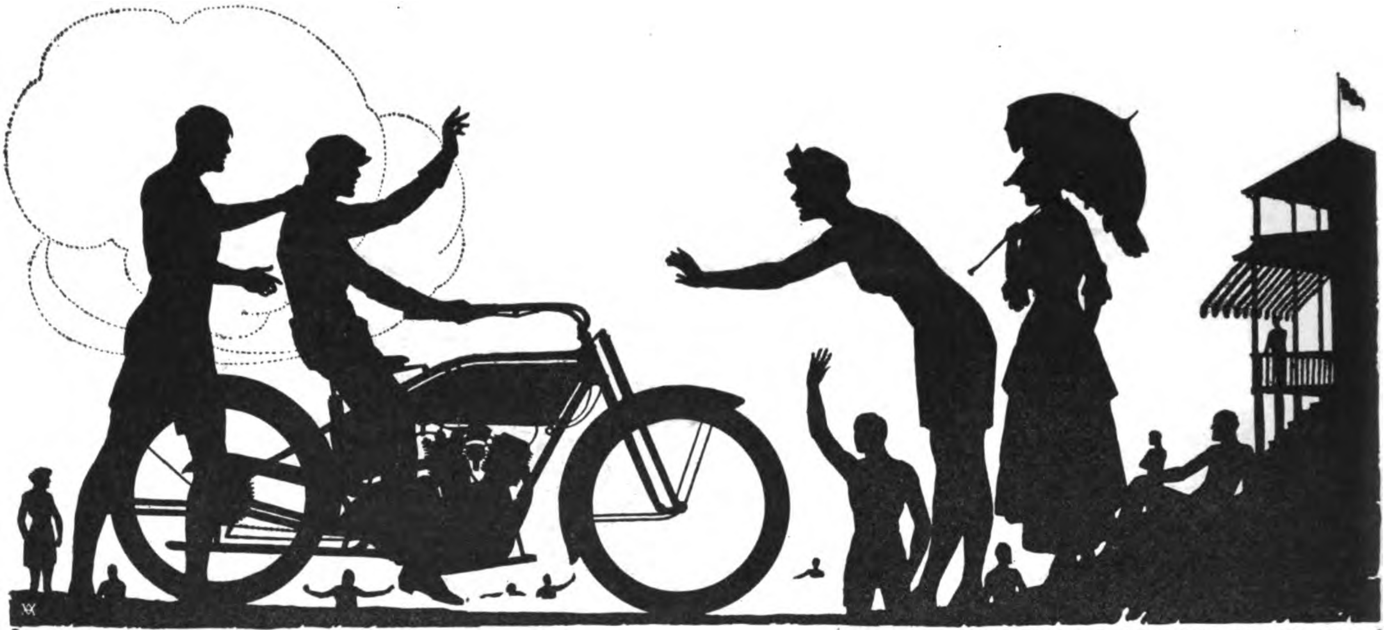
as the one that

ALWAYS MAKES GOOD

Write for our new circular fully describing the

EXCELSIOR MODEL 18 SIDECAR

Excelsior Motor Mfg. & Supply Company
3703 Cortland Street **Chicago**



WITH THE R-S AT PALM BEACH, FLA.

BOSCH

MAGNETOS ARE NOT CHEAPEST

THAT is one reason why you should insist that the motorcycles you offer your customers are Bosch-Equipt.

The Bosch Magneto is not the cheapest ignition system, because the kind of material and workmanship that goes into a Bosch Magneto costs a fixed sum—you can't get them at a low price.

Ignition systems can be bought cheaply, but you can't buy them cheaper than Bosch and have them as good as Bosch nor have them serve as well—that's logical.

The manufacturer who provides you with Bosch-Equipt motorcycles is giving you extra value and a wonderful selling argument—"cash in" on it.

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

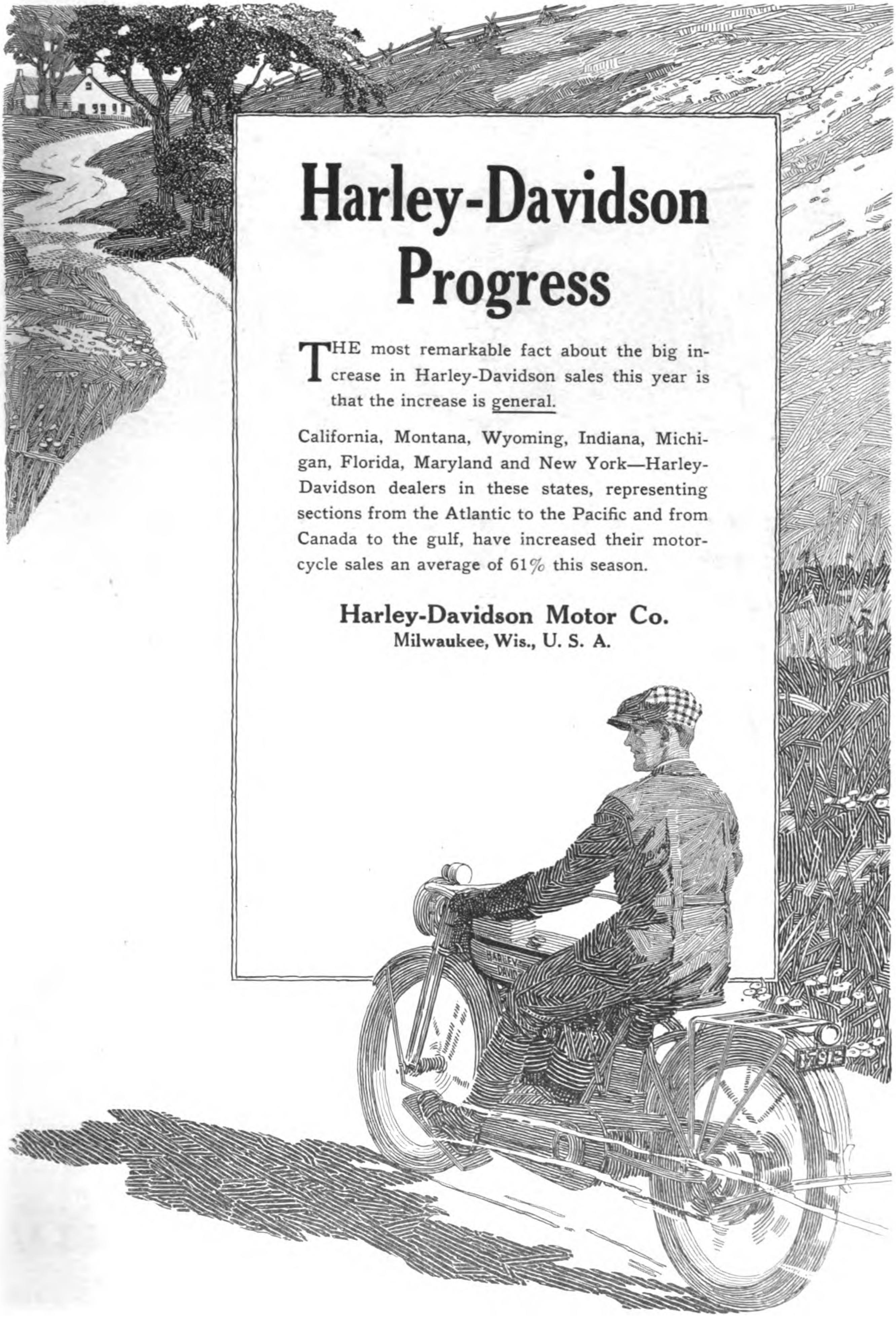
Service Stations in Every State

Magneto Catalogue on Request

BOSCH MAGNETO COMPANY

206 WEST 46th STREET

NEW YORK CITY, N.Y.

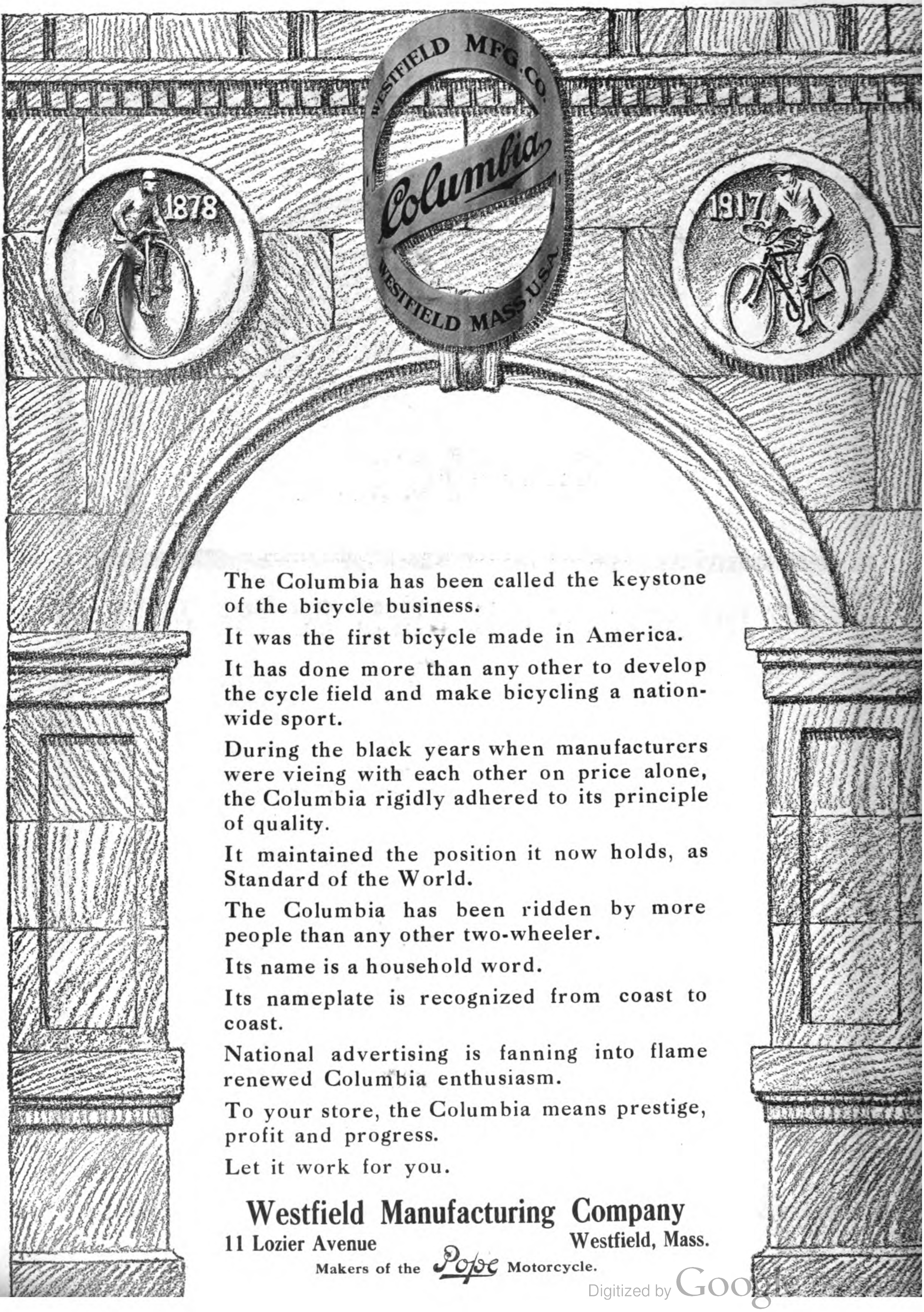


Harley-Davidson Progress

THE most remarkable fact about the big increase in Harley-Davidson sales this year is that the increase is general.

California, Montana, Wyoming, Indiana, Michigan, Florida, Maryland and New York—Harley-Davidson dealers in these states, representing sections from the Atlantic to the Pacific and from Canada to the gulf, have increased their motorcycle sales an average of 61% this season.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



The Columbia has been called the keystone of the bicycle business.

It was the first bicycle made in America.

It has done more than any other to develop the cycle field and make bicycling a nation-wide sport.

During the black years when manufacturers were vieing with each other on price alone, the Columbia rigidly adhered to its principle of quality.

It maintained the position it now holds, as Standard of the World.

The Columbia has been ridden by more people than any other two-wheeler.

Its name is a household word.

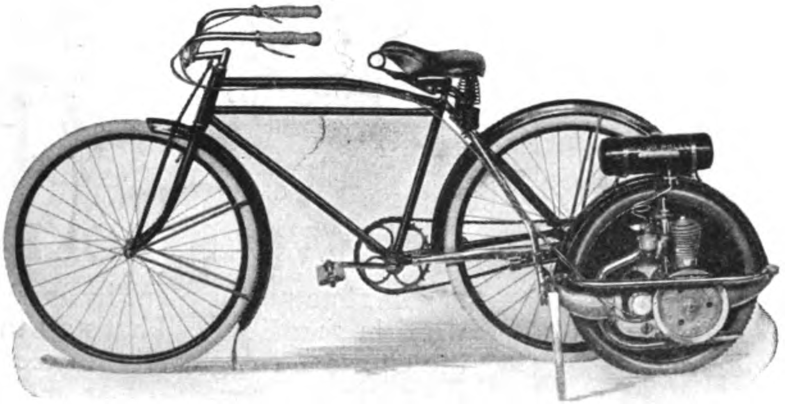
Its nameplate is recognized from coast to coast.

National advertising is fanning into flame renewed Columbia enthusiasm.

To your store, the Columbia means prestige, profit and progress.

Let it work for you.

Westfield Manufacturing Company
11 Lozier Avenue **Westfield, Mass.**
Makers of the *Pope* Motorcycle.



Smith Motor Wheel
DETACHABLE

LET THE SMITH MOTOR WHEEL DO THE WORK

is our slogan. It's a good one, too, because the Smith Motor Wheel *takes the work out* of bicycling and *puts more fun into* it.

The Smith Motor Wheel doesn't stop there —it also puts the "pep" into your business, and the money into your pocket. Let the Smith Motor Wheel work for you. Every Motor Wheel you sell will make a satisfied customer for you, will advertise your business every day, and will bring in *more* customers and make *more* sales.

Smith Motor Wheel business grows. *Profits pile up.* Every year will show a *big increase* in profit for you. Clark Cycle Company, St. Joseph, Michigan, sold nearly forty Motor Wheels last year, this year they contract for seventy-five. Walts' Repair Shop, Missoula, in 1916 *tripled* their first year's business. This year they will *double that.*

No matter how small your town is, there are Smith Motor Wheel prospects there. Get that Smith Motor Wheel business.

Write us today. We'll tell you how to "let the Smith Motor Wheel do the work" for you.

These distributors handle the Smith Motor Wheel—write direct to the one in your territory.

J. W. Grady & Company, Worcester, Mass., New England.

Haverford Cycle Company, Philadelphia, N. J., Eastern Pa., Del., Va., N. C., S. C.

Nickerson & Schroeder, 1078 Bedford Ave., Brooklyn, N. Y., New York City, Brooklyn, Long Island, Western Conn.

Johnson & Meyer, Memphis, Tenn., Tenn., Ala., Ga., Fla., Ark., La., Miss.

Edwards-Crist Mfg. Co., 13th & Michigan, Chicago, Ill., Cook County.

A. E. Bregent, 208 St. Catherine St., Montreal, Can., Dominion of Canada.

Buckeye Motor & Cycle Company, Akron, Ohio, Ohio (except counties contiguous to Columbus).

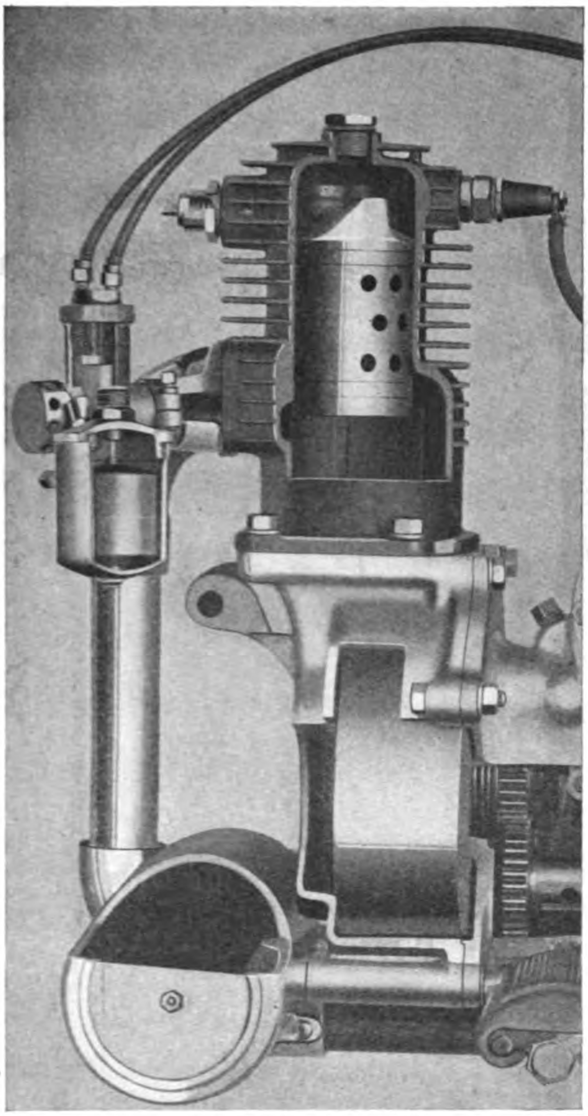
Penn Motor Supply Company, 5900 Penn Ave., Pittsburg, Pa., Southwestern Pa.

Schmelzer Arms Company, Kansas City, Mo., Kansas and Western Missouri.

Ballou & Wright, Seattle and Portland, Washington, Oregon and Idaho.

Appeal Manufacturing & Jobbing Co., 631 S. Los Angeles St., Los Angeles, and 1596 Market St., San Francisco, Calif.

MOTOR WHEEL DIVISION **A. O. SMITH CORPORATION** MILWAUKEE WISCONSIN



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DRUGS AND SUNDRIES

For Business

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TWO STROKE MOTOR

A complete power plant in five pieces is about the last word in simplicity. That's all there is to the motor of the Cleveland Lightweight excepting the bolts to hold the parts together.

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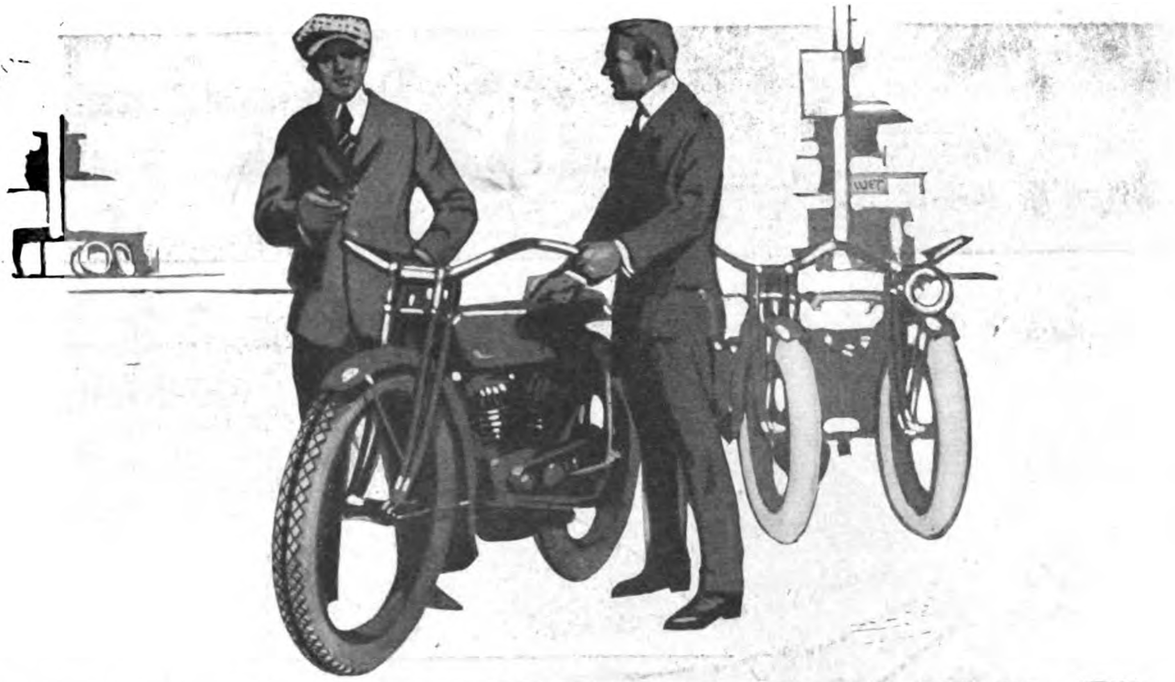

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The merchant chooses Blue Streak Motorcycle Tires because they bring him real economy through consistent service and longer mileage. There are fewer shut-downs of his delivery service with Blue Streaks. He finds the use of Blue Streaks to be good business.

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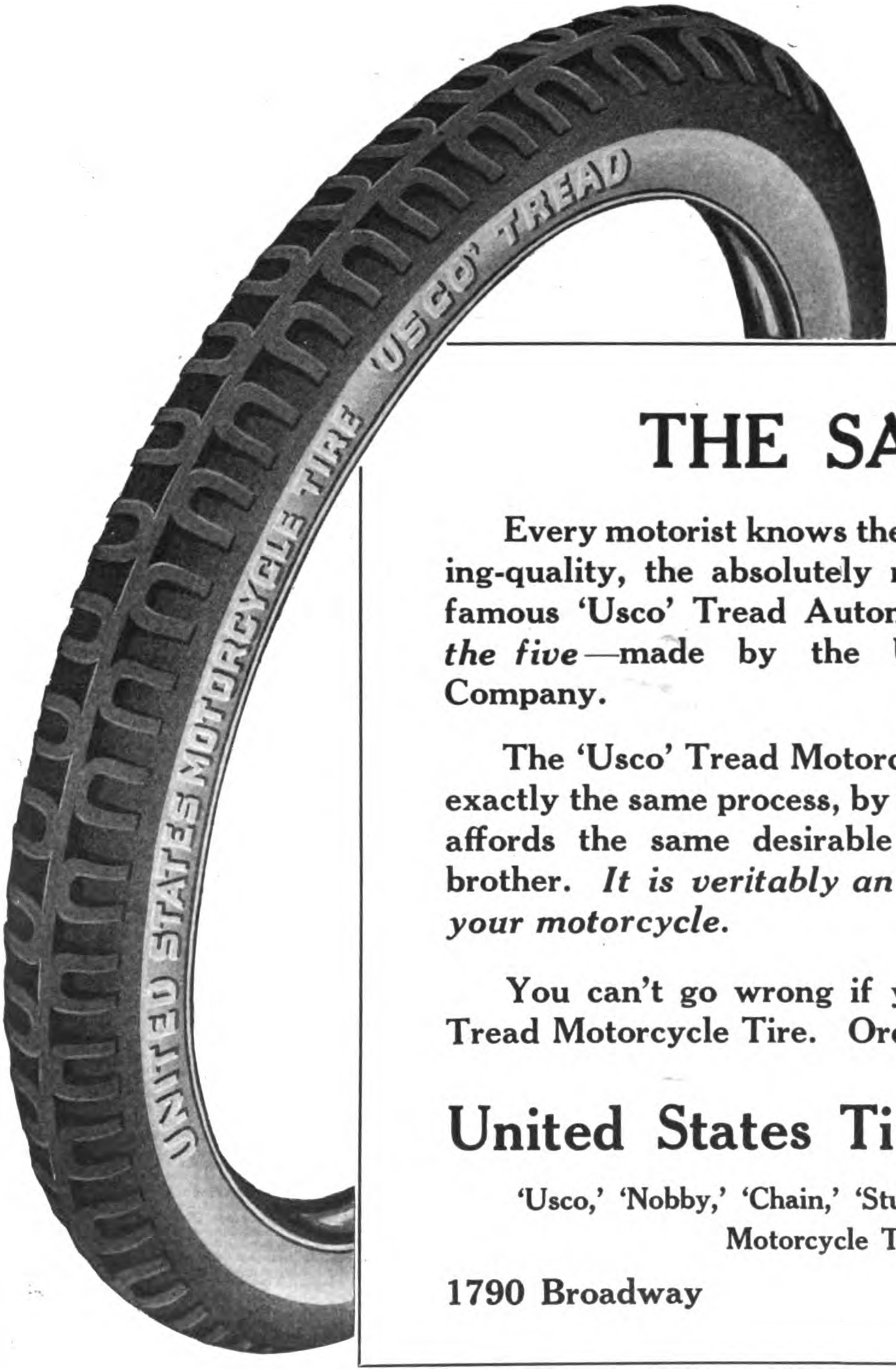
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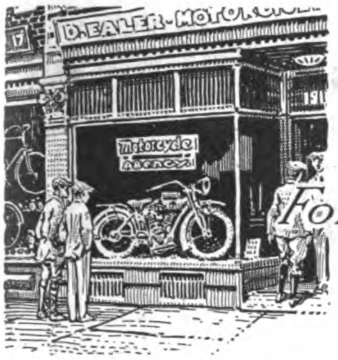


MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

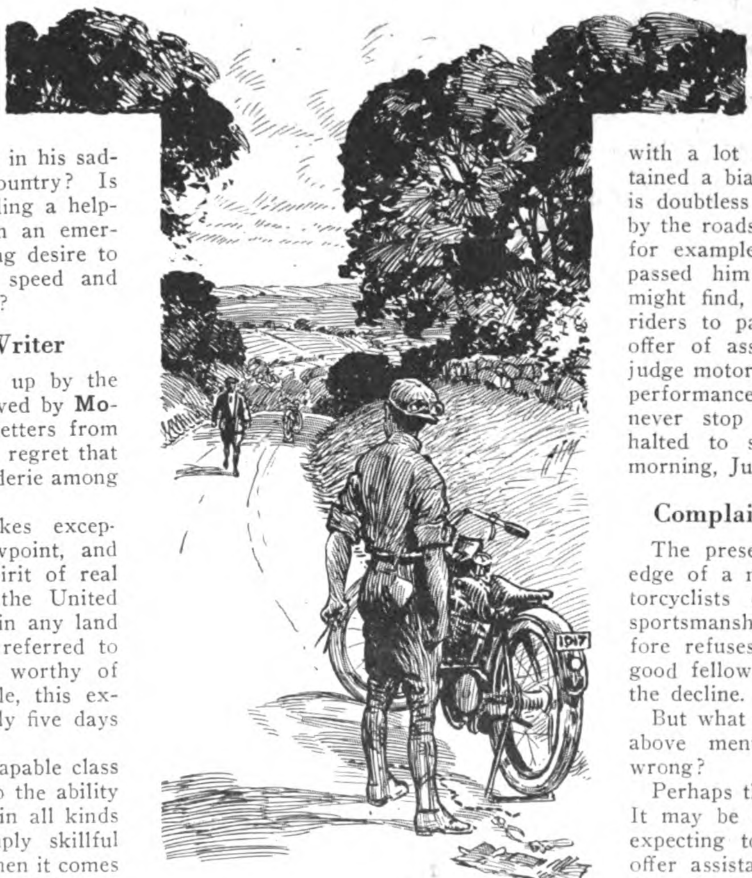
13 PARK ROW
NEW YORK

Volume 13 **February 1, 1917** **Number 5**

How About Our Fellowship?

Observers Claim That True Friendliness Among Riders on the Road Is Rare—and Getting Rarer; Are They Right or Wrong?

These Writers Assert That We Seldom Think of the "Other Fellow"



IS "fellowship of the road" merely an empty phrase among motorcyclists, something to be talked about with enthusiasm at club meetings and forgotten when the rider settles down in his saddle for a jaunt through the country? Is the old, friendly idea of extending a helping hand to a brother rider in an emergency giving way to the growing desire to get over the ground at high speed and with the fewest possible delays?

The Opinion of One Writer

These are questions brought up by the contents of several letters received by **Motor Cycle Illustrated** of late, letters from seasoned riders who assert with regret that there is no true spirit of camaraderie among motorcyclists in this country.

Motor Cycle Illustrated takes exception emphatically to this viewpoint, and holds to the belief that the spirit of real friendliness among riders in the United States is as broad and fine as in any land under the sun, but the letters referred to at least raise a point that is worthy of thought. Consider, for example, this extract from a letter received only five days ago:

"This country is breeding a capable class of riders, if you refer simply to the ability to get over all kinds of roads in all kinds of weather—if you mean simply skillful handling of the machine—but when it comes to genuine sportsmanship, the unselfish kind of sportsmanship that makes us think of the 'other fellow,' then I do not think we rate very high. My observations lead me to believe that ninety-nine out of one hundred motorcyclists think only of themselves on the road, and that most of them would pass a brother rider in distress with nothing more than a casual glance.

"Perhaps such riders are not possessed of naturally mean dispositions—probably they are only careless and thoughtless, but the effect is the same. They let the 'other fellow' look out for himself under any and all conditions, and in some cases that kind of a policy sends the 'other fellow' home with a pretty poor idea of our sportsmanship. Some of the boys never pass a motorcyclist stalled along the road without asking if they can help him in any way, but they are rare—oh, very rare. Why can't there be more of them?"

Well, that's a straight-from-the-shoulder question. Why, indeed, can't there be more of them? Or is it true, perhaps, that the writer of the letter happened to fall in with a lot of speed fiends, and thus obtained a biased view of the situation? It is doubtless true that a rider might stand by the roadside waiting to borrow a patch, for example, while a dozen motorcyclists passed him without a question—but he might find, also, that of the next dozen riders to pass every one would make an offer of assistance. It is hardly fair to judge motorcyclists as a body by the selfish performances of a few speedsters who never stop for anything until they are halted to say that little speech, "Good morning, Judge!"

Complainants May Be at Fault

The present writer has definite knowledge of a number of cases in which motorcyclists exhibited the finest kind of sportsmanship imaginable, and he therefore refuses to accept the claim that the good fellowship of American riders is on the decline.

But what about the writers of the letters above mentioned? Are they right—or wrong?

Perhaps the trouble lies with themselves. It may be that they go out on the road expecting to have every rider they meet offer assistance of some kind—while they themselves maintain an attitude of haughty aloofness. Many such cases have been known.

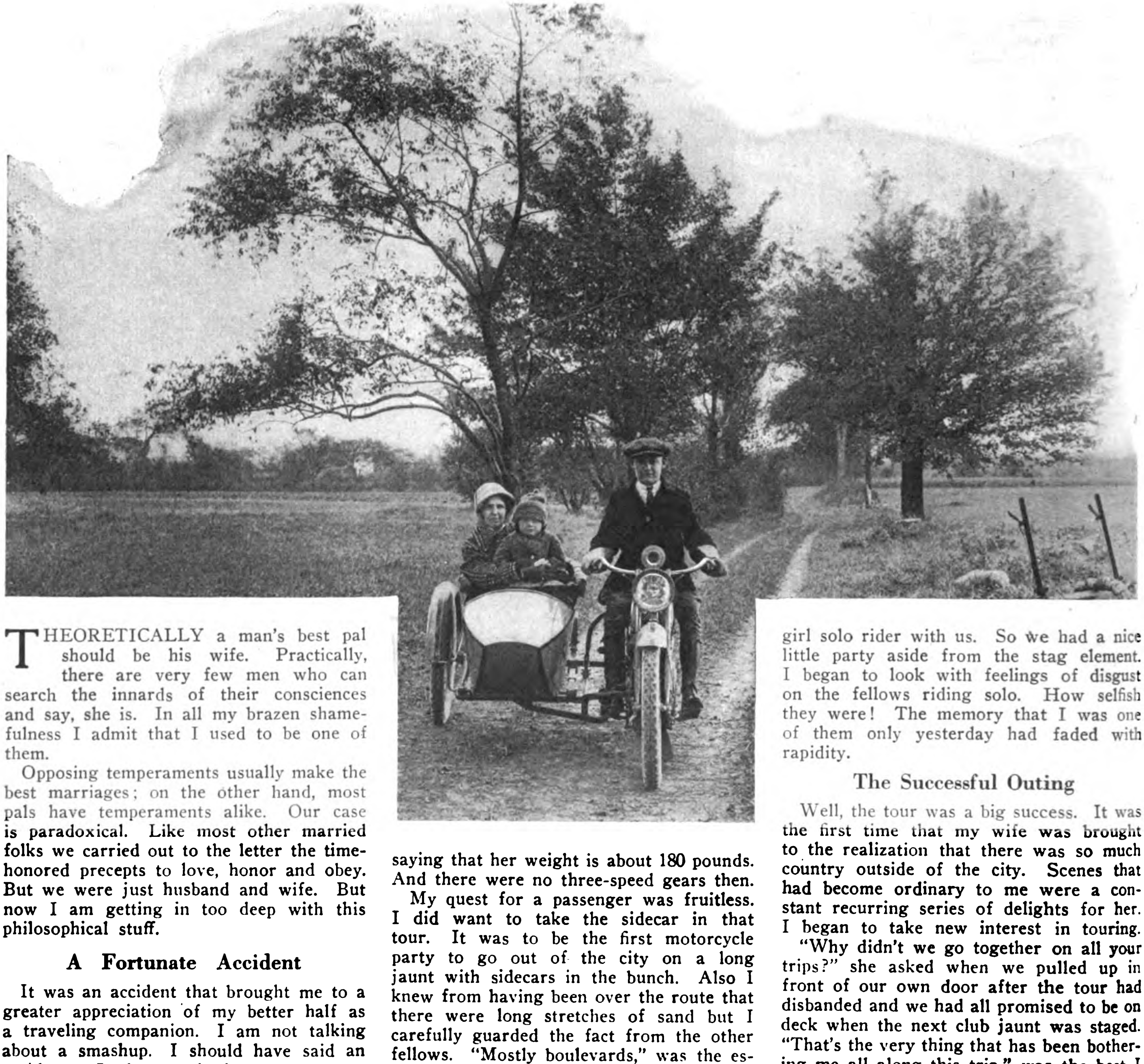
They may forget that we get back from the folks we meet just about the same brand of friendliness that we pass out and that the motorcyclist who goes out in fault-finding mood is hardly the kind of a chap to inspire a feeling of fellowship among the riders he encounters.

What do you think about it? Let's hear your views.

Your Sidecar Pal

Forget Wintry Winds Long Enough to Read This Summery Confession of a Motorcyclist Who Learned by Accident That His Best Sidecar Passenger Was His Wife

By PATHFINDER



THEORETICALLY a man's best pal should be his wife. Practically, there are very few men who can search the innards of their consciences and say, she is. In all my brazen shamefulness I admit that I used to be one of them.

Opposing temperaments usually make the best marriages; on the other hand, most pals have temperaments alike. Our case is paradoxical. Like most other married folks we carried out to the letter the time-honored precepts to love, honor and obey. But we were just husband and wife. But now I am getting in too deep with this philosophical stuff.

A Fortunate Accident

It was an accident that brought me to a greater appreciation of my better half as a traveling companion. I am not talking about a smashup. I should have said an accident. It happened three years ago. The club was arranging for a Labor Day tour of three days' duration. I did the pathfinding with a newspaper man as passenger. It was agreed that he was to go along to cover the tour for his paper.

Day before the tour my passenger telephoned that it would be impossible for him to go, other matters intervening. I scurried around all that day trying to find another passenger without success.

All this time it had never occurred to me to take Her along. It just didn't seem natural. Probably the frailties of frames and springs those days had something to do with it. Also She probably would and maybe wouldn't object to my saying that her weight is about 180 pounds. And there were no three-speed gears then.

My quest for a passenger was fruitless. I did want to take the sidecar in that tour. It was to be the first motorcycle party to go out of the city on a long jaunt with sidecars in the bunch. Also I knew from having been over the route that there were long stretches of sand but I carefully guarded the fact from the other fellows. "Mostly boulevards," was the essence of the pathfinder's report. They all are.

Friend Wife Agrees to Go

I did some thinking then. "Why not, it will be lots of fun," I thought. So I rang Her up. She was about as much put out as if I had asked her to go to a burlesque show. We had never ventured more than 12 or 15 miles from home before that time and this trip would take her "considerable far" away from mother.

It was with a sort of feeling of pride next morning at the start of the tour that I introduced my wife to the gathering. Two of the other fellows had brought their wives along in sidecars and we had one girl solo rider with us. So we had a nice little party aside from the stag element. I began to look with feelings of disgust on the fellows riding solo. How selfish they were! The memory that I was one of them only yesterday had faded with rapidity.

The Successful Outing

Well, the tour was a big success. It was the first time that my wife was brought to the realization that there was so much country outside of the city. Scenes that had become ordinary to me were a constant recurring series of delights for her. I began to take new interest in touring.

"Why didn't we go together on all your trips?" she asked when we pulled up in front of our own door after the tour had disbanded and we had all promised to be on deck when the next club jaunt was staged. "That's the very thing that has been bothering me all along this trip," was the best I could reply.

We have done thousands of miles together since that time, my wife and I. I would not think of going on a trip without her. She is an ideal sidecar passenger. For one thing I do the driving. She doesn't caution me constantly to be careful about railroad crossings, trolley tracks, holes in the road or ruts. No "Why don't you take this side" or "How did you happen to hit that rock" stuff from her. She realizes that probably she would have done the very same thing if she were driving. That's where so many men make pests of themselves as sidecar passengers.

(Continued on page 35.)

Trailing a Snow Picture

What It Means to Receive a Rush Order from the Editor for an Honest-to-Goodness Winter Sidecar Photo; Excitement and a Keen Appetite Are Assured

By ELLIOTT B. HOLTON

SAYS my friend. the Editor, to me one day recently, in his fatherly way, says he: "Elliott, we have in type or thereabouts a jim-dandy little article by a chap who discovered that his wife is his best sidecar passenger, all pre-conceived opinions to the contrary notwithstanding," says he, "but shiver me headlight," says he, "if it ain't all summer stuff—waving trees, bumbling bees, nodding flowers, ice cream cones in full bloom, and all that sort of—"

"What's that to me?" says I.

"Considerable," says he, rolling up his eyes thoughtfully at the cornice of his green eyeshade. "We want to print that story now to make the boys think of all the fine times in store for them, but," says he, "we want to print on the opposite page a good little story and a picture to make the laddies realize that they needn't wait for summer—that there's a lot of fun in sidecaring right now, in the snow," says he.

"What's that to—?"

"Stoppit!" says he. "If you ask me that question again I'll take you down to the dock and throw you to the U-boats."

"Shoot!" says I.

A Camera Assignment

"I want you," says he, "to take your new machine and sidecar out in the first snowstorm that comes along, the worse the storm is, the better," says he, "and get a good snow picture. Then go home and write about the fun you had doing it. That'll be all for today," says he.

"Will you go out in that snowstorm with me?" says I.

"I can't," says he, "I have to help a Chinaman split a cord of wood."

So I went home and waited. And last Sunday came the snowstorm. In two hours after the first flake fell (or maybe 'twas the third flake) I was out on the road with my brand new bus and a trusty friend in the sidecar. We had a good camera, six sandwiches, plenty of warm clothes and a pair of happy dispositions. With that equipment we hit the trail.

Winter Thrills Aplenty

Fun! Well, take it from me, lads, we crammed more thrills, healthy exercise, driving experience, surprises, scenic exploration and all-around excitement into that afternoon than I could write about in a month. I'd often hit the snow stuff before, of course, but when you have a new model chugger under you, and you understand that you don't dare go home till you've bagged a good photo—it sort of helps put pep in the program! Through towns, over young mountains, down dales, through country roads—purr-r-r-r-r!

We spent four hours on the road and drove something like fifty miles before we got into the picture country—but when we hit the right district at last I got out the "gun" and banged away at five or six mighty striking views. The wind had an edge like a razor (not safety) and the snow had a skiddish disposition in spots, but we went through a-whooping, and enjoyed every minute of it. Great stuff!

Our photographs were taken in the Englewood (N. J.) section of the Palisades, and the accompanying picture shows my partner about halfway up the famous Englewood hill. This district is one of the feature spots of the Interstate Park, well known to all New York and New Jersey motorcyclists. In the background is the majestic but frosty-looking Hudson. Pretty rugged scenery to be found so close to the metropolis—eh?

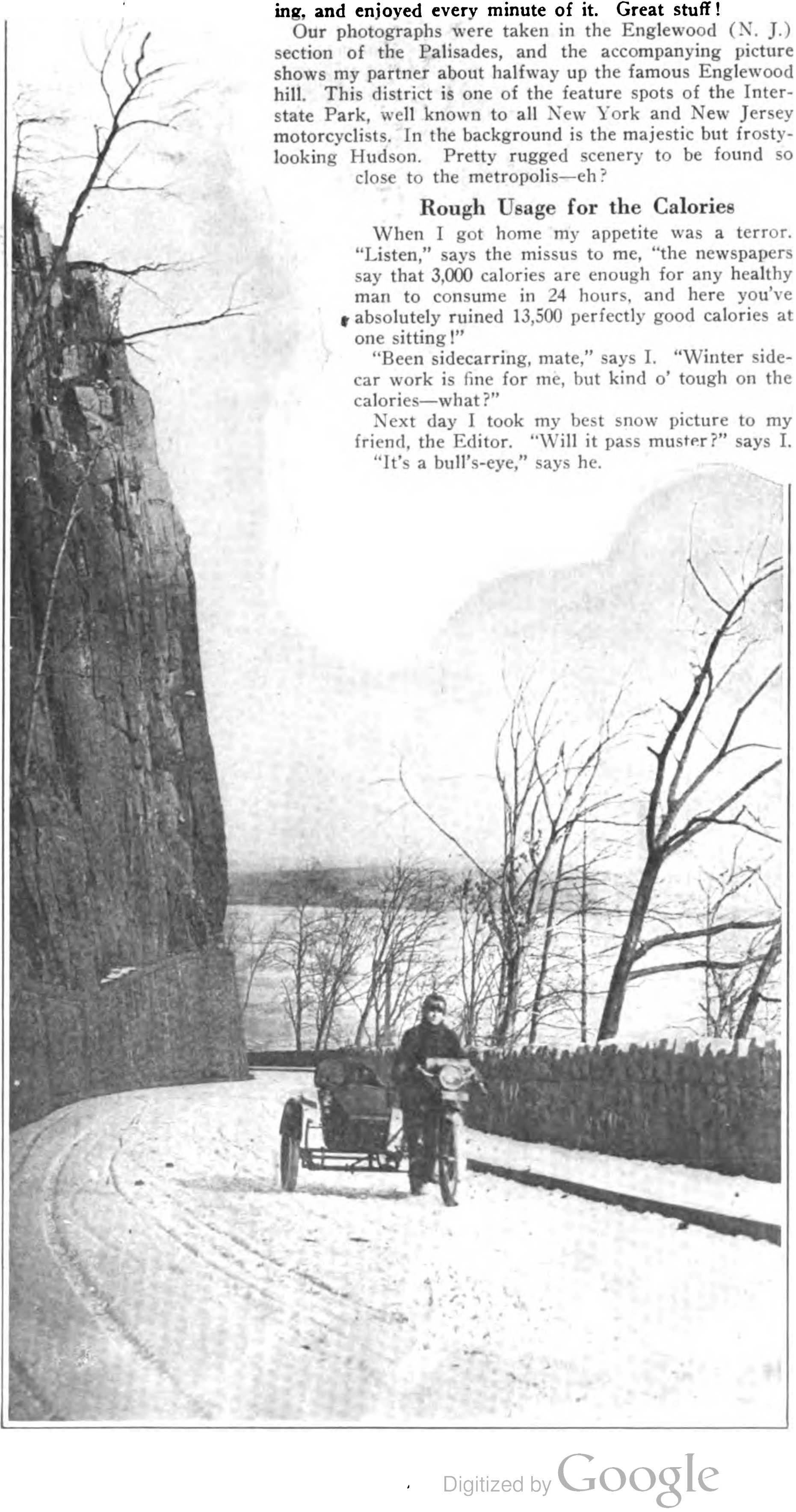
Rough Usage for the Calories

When I got home my appetite was a terror. "Listen," says the missus to me, "the newspapers say that 3,000 calories are enough for any healthy man to consume in 24 hours, and here you've absolutely ruined 13,500 perfectly good calories at one sitting!"

"Been sidecarring, mate," says I. "Winter sidecar work is fine for me, but kind o' tough on the calories—what?"

Next day I took my best snow picture to my friend, the Editor. "Will it pass muster?" says I.

"It's a bull's-eye," says he.



The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN

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MARY PICKFORD
Love Thy Neighbor
NOW

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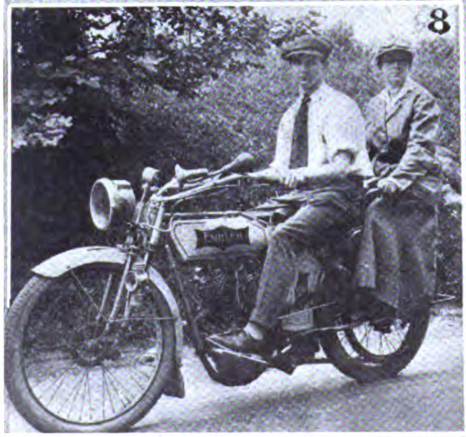
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REEL 1—**Scene 1**—Showing how J. Jonescheck, the R. S. distributor for the Bronx, used his machine to advantage at a recent social given to his patrons.

Scene 2—Miss Carolyn Lane, of Rockport, Mass., who can handle her machine with the best of them.

Scene 3—This shows how Jack Brady used an Indian and sidecar, and Mary Pickford's double, to advertise both the machine and a feature at a moving picture show on the streets of Boston.

Scene 4—A quartet of Pueblo riders resting in the "narrows" on the way up Pikes Peak highway. It would have been a quintet, but some one had to work the camera.

Scene 5—"Two miles down, take the fork to the right." Just a reminder of days that have passed. Yes, and days that are coming. Oh boy!

Scene 6—Eusebio Seisdedos, of Stamford, Conn., who made a record run to Albany and back, and brought a document from the Commissioner of Public Safety to prove it.

Scene 7—R. O. Bells, of the Excelsior Cycle & Supply Co., Wichita, Kan., starting out to demonstrate.

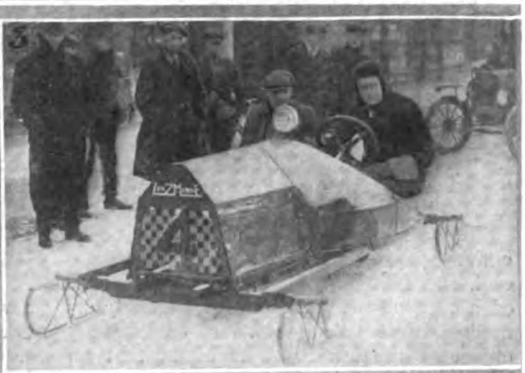
Scene 8—Francis Lord, of Wheeling, W. Va., and his mother, who have covered thousands of miles on this 1913 Emblem.

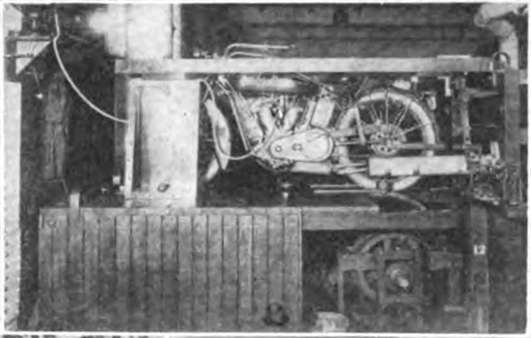
Scene 9—Over Jersey way, where they have Palisades and "skeeters," and now and then a touch of real scenery.

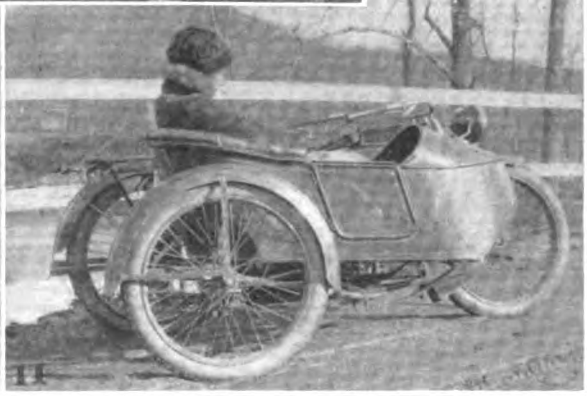
Scene 10—Following the freshly broken trail through the Michigan woods after a heavy snow storm.

Motorgraphs

PRESENTED IN TWO REELS ~ ~







REEL 2—**Scene 1**—P. O. Crawley and O. R. Lancaster, both of Atlanta, Ga., who braved our Northern cold spells on a ride from their home town to the Indian factory and back.

Scene 2—A quintet of Boston riders returning from a two days' trip to the White Mountains. They are, from left to right, R. E. Watson, G. R. Watson, John A. Lane, George Lane and Havelock Hennegar.

Scene 3—"Snowmobile," designed, built and operated by Oscar Lenz, of Lansing, Mich., Henderson dealer.

Scene 4—A couple of Dayton factory testers proving that snow is no obstacle to the little front drive lightweight.

Scene 5—Speed looks much the same whether it is snapped on U. S. A. tracks or those of other climes. Jack Booth putting an Indian through its paces in Australia.

Scene 6—Mrs. Harry G. Love, with Mrs. Neville MacAfee, tandem passenger, both of Wheeling, W. Va., taking a turn at speed on their 1916 Thor.

Scene 7—At Camp McGrath, Batanges, P. I., showing a detachment of troops who are faithful to the Excelsior.

Scene 8—Here is where they discover the "plus" in the "Powerplus" at the Sheffield Scientific School, Yale University.

Scene 9—Snowbound! A couple of riders who succeeded in getting 9½ miles above the toll gate on the Pikes Peak highway, only to be stopped by a sudden storm.

Scene 10—Arthur Walz and lady passenger, both from Long Island. Walz is planning a trip through the South.

Scene 11—Time—Present. Place—Williamsport, Pa. The girl—An R. S. booster.

Calculating Cam Contours

Taking the Rider Who Likes to Experiment on an Excursion Into the Mathematical Depths of Valve Action Design with a Motor Expert

A Somewhat Unorthodox Method of Designing Motorcycle Motor Valve Cams

By W. E. SHARKEY
Engineering Staff, Miami Cycle & Mfg. Co.

CAMS are usually designed graphically; that is, by drawing the various related parts of the mechanism in a series of positions throughout the entire cycle and making the cam fit into each successive position. This article treats of a method of cam design entirely by mathematical calculation. It is not the object of the author to maintain that all cams could or should be designed in this way, but simply to make plain that a mathematical route is open to the designer to whom figures come easier than graphic methods.

The cams considered here are to operate the inlet and exhaust valves of a twin cylinder, four cycle motorcycle engine. The cylinders are arranged 45° with each other, 22½° on either side of the vertical. The valves are to operate as follows: The inlet valve to open when the piston has descended 1-16 inch on the suction stroke and to remain open throughout the remainder of the stroke and close after the piston has ascended 5-16 inch on the compression stroke.

Exhaust Timing

The exhaust valve to open when the piston has yet to travel ½ inch before reaching the bottom of the explosion stroke, to remain open throughout the exhaust stroke and close when the piston has moved 1-16 inch down on the suction stroke. The exhaust valve closes at the same point that the inlet valve opens. The relative crank positions are shown in Fig. 2. The stroke is 3.750 inches and the length of the connecting rod 8 inches.

According to the arrangement of the cylinders, there is an explosion or power stroke alternately for every 405° and 315° of revolution of the crank; hence the relative valve operations must occur likewise. In order that this might be accomplished with one set of cams, the mechanism is arranged as shown in Fig. 1. The contact point between the jumpers and the cam is arranged 11° 15′ above the horizontal on either side of the cam, thus causing the valves to operate alternately every 202½° and 157½° of revolution of the cam. This corresponds to the explosions since the cam makes only one revolution to every two revolutions of the crank.

The points A′, B′ and C′ (Fig. 2) show the different piston positions for the opening and closing of the valves and A, B and C show the relative crank positions. Starting at A and following the crank in a clockwise direction through a complete cycle of events we have as follows: The inlet valve opens when the crank is at A and closes when the crank reaches C. The crank travels from C to B with both valves closed. At B the exhaust valve opens and remains open until the crank reaches the point A. Here the exhaust valve closes and the inlet valve opens again.

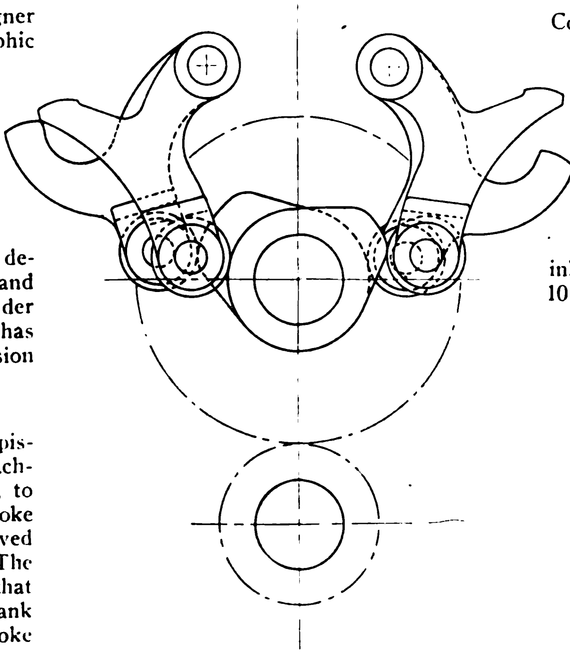


Fig. 1

Showing Completed Cam Layout with the Jumper Mechanism Arranged

To find the exact location of the points A, B and C, proceed in the following manner: Take the triangle as shown by A′ O A (Fig. 2) and letter it as shown in Fig. 3. The three sides of the triangle a, b and c are known to be 8, 1.875 and 9.812 inches, respectively, and the angle A is required. By trigonometry $\text{Cos } A = \dfrac{b^2 + c^2 - a^2}{2\,bc}$ and by substituting and solving, Cos A = .967, then A = 14° and 45″. After solving the other triangles in a similar manner, the angles B O E and C O E are found to be 48° 32′ and 37° 50′. The crank must travel through 203° 05′ while the inlet valve is open and through 243° 17′ while the exhaust valve is open. This corresponds to a cam travel of 101° 32′ for the inlet valve and 121° 38′ for the exhaust valve.

Question of Clearance

The cam travel above stated does not allow for any clearance between the valve lifter and the valve stem, and this is very necessary. Because of the relative degrees of heat of the two valves it is necessary to allow .004 inch tappet clearance for the inlet valve and .010 inch for the exhaust valve. The leverage ratio in the exhaust jumper is 1 to 1 and in the inlet jumper is 1¼ to 1 which makes it necessary to allow the roller in the latter to rise .005 inch before the valve starts to operate. The angle through which the cam must rotate in order to take up this .010 inch clearance is equal to the angle between the base and hypotenuse of right triangle whose base is the sum of the radii of the cam and jumper roller and whose hypotenuse is .010 inch longer. Then—

$$\text{Cos } A = \frac{1.062}{1.072} = .98228 \text{ and } A = 10^\circ\ 48'.$$

The angle for the inlet cam, found in a similar manner, is 5° 36′. These clearance angles must be added to the travel angles of their respective cams, both for the opening and closing positions. Then the total travel angle for the exhaust cam is 121° 38′ + 2 (10° 48′) = 143° 14′. And for the inlet valve by the same token we have 101° 32′ + 2 (5° 36′) = 112° 44′.

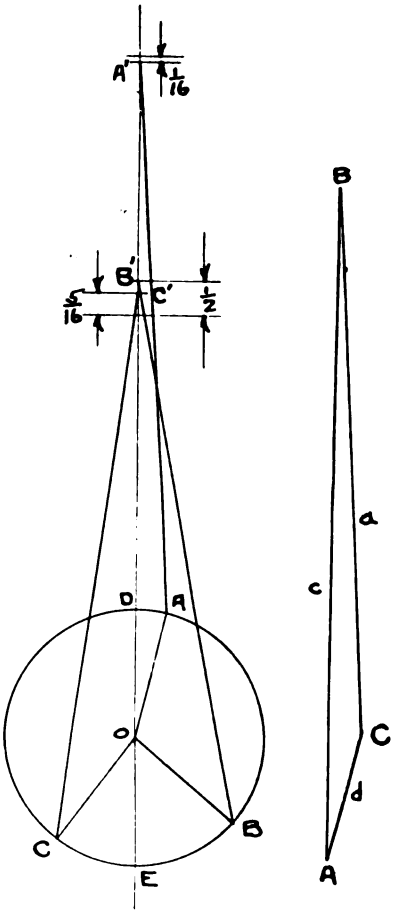


Fig. 2 Fig. 3

Picturing Methods for Determining Angularity of Crank from Piston Positions

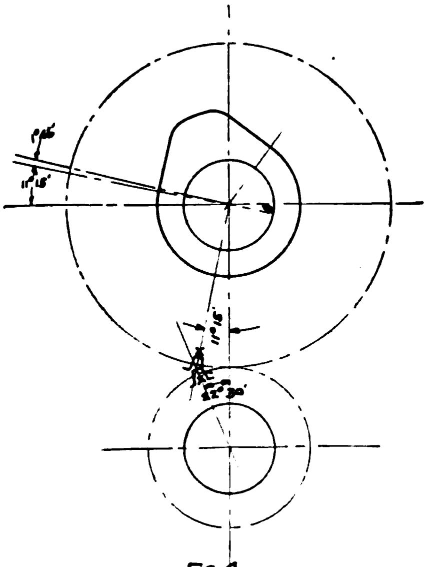


FIG. 4

Showing the Relation Between the Inlet Cam and Cam Wheel and the Crank Shaft

Since the exhaust valve closes at the same time that the inlet valve opens, the tangent points of these two cams should be in relatively the same position. Because of the necessary clearance angle these tangents will overlap the sum of these two angles which is 10° 48'+5° 36'=16° 24'.

In order to open the inlet valve 3-16 inch, the rise on the cam would be .187x1.25+.005=.233, taking into consideration both the leverage ratio of the jumper and the clearance. The leverage ratio of the exhaust jumper being 1 to 1 the rise on the cam would be the sum of the valve opening and the clearance. If the valve were to open 5-16 inch, this rise would be .312+.010=.322. If the base radius of the cam was .687 the radius of the exhaust cam would be 1.009 and the inlet cam .925 inches.

Setting Cams

These cams are usually marked so that the valve action may be properly timed without difficulty. For convenience, the center of a certain marked tooth on the primary gear is made to coincide with the center line of the crank, thus always designating the position of the crank. It is then necessary to mark a space on the secondary gear, in correct relation with the cams, to correspond to the mark on the primary gear. If the piston in the rear cylinder is placed on top dead center, the mark on the primary gear will stand 22½° back of the vertical (Fig. 4). When in this position the crank must move 14° 45' in a clockwise direction before the inlet valve starts open.

Final Calculations

The cam must now be placed in such a position that if rotated in a counter clockwise direction 7° 22' the inlet valve will start open and then a space on secondary gear, which will mesh with the marked tooth on the primary gear, must be marked. Disregarding the clearance angle, the tangent point of the lifting side of the inlet cam should stand 7° 22' above the contact point of the jumper roller. But to open the valve at the proper time the cam must already have rotated the amount of the clearance angle, 5° 36', in this direction. This leaves the tangent point of the cam just 1° 46' above the contact point of the roller.

Then the marked space on the secondary gear should be 91° 46' in advance of the tangent point of the lifting side of the inlet cam. (The timing of the front cylinder is taken care of by the location of the jumpers. The drawing of the cam may now be made as shown by Fig. 5.

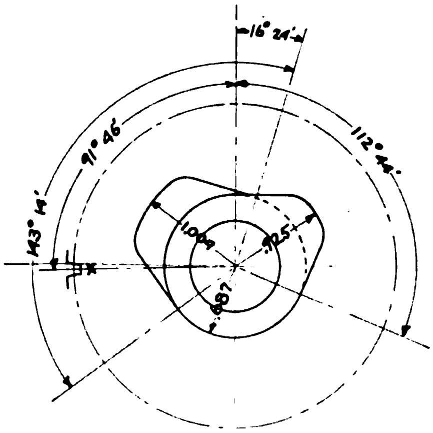


FIG. 5

Showing How to Determine the proper Setting of the Cams with One Another

Carbureter Flooding

Caused Chiefly by Strenuous Priming or Foreign Matter on Valve-Seat of Carbureter; The Remedies

BY JOHN O'BANNON

IN order to get an extra rich mixture on cold days, riders often prime the carbureter vigorously, and thus bring about flooding. So long as the flooding is temporary, that is, it only lasts until the motor is running for a minute or so, there is no harm done, but a vigorous agitation of the "tickler" or priming pin may result in bending some part of the float mechanism so that flooding will be chronic.

During a trip through a carbureter maker's branch which the writer took recently, he noticed a huge pile of bent needle valves. On inquiry, he was informed that these were the result of too-vigorous priming and that the branch had more replacements of this part than of any other. The users had jiggled the needles out of shape or broken the points so that scrapping was the only alternative.

Bent Needle Valve

When a needle valve is distorted so that it will no longer act as a shut-off for the fuel, the flooding will be continuous and there will be a decidedly rich mixture furnished the motor. It will be well for the rider to stop as soon as he discovers the flooding and look at the float levers. On the Schebler carbureter there is a screw cap just above the needle valve controlling the float needle, and removing this will show if the valve works or not.

When the float needle valve is thus exposed, a trial should be made of its fit on the seat. If it obviously does not fit, it should be removed from the float lever and examined to see if it is bent. Straightening, followed by twirling it on its seat with the fingers will generally cure the trouble, but if not, the rider should regulate the flow of gasoline by the tank needle valve and make tracks for some place where effective repairs can be made.

Distorted Float Lever

The trying of the needle valve as to its fit on the seat will show other reasons for flooding, if such exist. The float lever may be bent, due to excessive tickling and in such cases, this lever should be removed and bent in the opposite direction until it will bring the fuel level to the desired height in the float chamber. This will be 19/32 of an inch from the top of the cork float to the top of the bowl on the Schebler carbureter. In general, the fuel level should be such as to bring the gasoline about 1/32 of an inch from the opening of the jet.

Dirt and other foreign matter under the float needle valve also gives rise to flooding, but this can often be cured by holding the float down by the tickler or raising the float valve from its seat. The gasoline will then flush the float chamber, and the trouble will cease unless the particle of foreign matter is jammed in the seat. In the latter case, the union on the fuel pipe at the carbureter end should be broken and the substance pushed out with a toothpick or piece of wood.

Water-Logging

Much less frequent is flooding due to a defective float. In the case of carbureters having cork floats, these become water-logged by the removal of the shellac. This trouble generally manifests itself when the fuel is turned on and makes starting very difficult. An emergency means of starting under these conditions is the following:

Open the priming cocks and close the throttle. Pedal or work the kick-starter vigorously and as soon as the motor starts, close the cocks quickly. If you don't you may have to do the job over again. Where no priming cocks are fitted, use the auxiliary air valve, holding it open until the motor starts. At the earliest opportunity, the float should be dried out and reshellacked.

The puncturing of a hollow metal float will have the same effect and the motor can be started just as given in the preceding paragraph. The cure for this form of float is boiling in water to remove the gasoline within and then soldering the puncture with just enough solder to close the hole but not so much as to make the repaired float top-heavy.

To avoid these flooding troubles, be gentle in priming and strain your gasoline. If your tank has no strainers, buy one and fit it into the fuel line; then look at it regularly and drain out the sediment which collects. It will pay in the long run.

EDITORIAL

By J. Leo Sauer

VALUE OF THE TRUE RIDING SPIRIT

AMONG other factors responsible for **Motor Cycle Illustrated's** new rider policy announced in a recent issue is the demand among dealers for a journal of which they can make use to interest and enthuse *prospective* riders. Time and time again have dealers said to us or to our representatives: "We like your articles on salesmanship, store management, etc., but even more than that we need a paper so brimming over with the spirit of the sport that, after reading two or three copies, the non-rider begins to feel that he simply must have a motorcycle.

"Such a paper, an efficient missionary for our business, would help us make many sales."

* * *

Motorcycling is, and always will be, pre-eminently a sport. The commercial uses of the motorcycle are many and constantly increasing in number, but nevertheless it is as a means of healthful, exhilarating out-door recreation that motorcycling will always be most popular. Line up in one row all the arguments of objectors, marshal every prejudice that has ever been conceived, and towering above them all will always be plainly apparent the great big fact that this is a wonderful sport for all those riders who are at heart true sportsmen.

* * *

The most satisfying response to the call of the Great Outdoors is felt by the dyed-in-the-wool motorcyclist who is at the same time susceptible to the beauties of nature. For thorough-going enjoyment of out-door life, this combination is quite unbeatable. Automobiling is simply a good second. The motorcyclist is better comparable to the horseman, so intimate is his relation to the means of conveyance he is using. He may powder his clothes with a little more dust, or bespatter himself and machine with a little more mud than comes the way of the man in a car, but, *if he knows how,* the motorcyclist gets the most fun out of it.

* * *

If he knows how! And that will be one of our biggest objectives, boys, to help you to learn how. Each week, when you read **Motor Cycle Illustrated,** whether the temperature be at zero or blood heat, you will always find a thrill or two in **Motor Cycle Illustrated,** the sort of thrills which result from a knowledge how to make the most of the opportunities which the sport affords. Don't underestimate the value of the possession of some of that knowledge, and try to acquire all you can of it. Gradually, you will develop away from the simple notion that a motorcycle is measured entirely in terms of speed and power. Such an attitude on the part of the rider does the motor-driven two-wheeler a grave injustice. In fact, it is a matter of common knowledge that emphasis of these two characteristics of the motorcycle has seriously impaired the progress of the trade and sport.

* * *

For want of a better term, let us say that we have in mind the English motorcycling spirit. Power and speed have not been everything over there, and on that very account they have made greater and more substantial progress. Not long ago, the writer read H. G. Well's latest book, "Mr. Britling Sees It Through." The characters were selected from the so-called "upper classes," and we are frank to say that we were somewhat startled when we came upon a paragraph reciting how two of them had motorcycled up from London to Mr. Britling's country home to spend the week-end. You don't find mention of the motorcycle in American society novels, and largely for the reason that the true "know-how" of the sport is not possessed by the average rider.

* * *

Isn't it a certainty that if every motorcycle sold in America during the past ten years had come into the hands of a "know-how" rider, the demand today would be far greater than the supply? Any idiot can drive at 70 miles an hour, at least until he breaks his or somebody else's neck, but only one in ten is "next" to an understanding of the true spirit of motorcycling.

* * *

Some have it by instinct, but in most of us this understanding requires cultivation, and a journal like this one is undoubtedly in a position to help. Two riders may spend a few hours, or a day or more travelling the same roads and through the same country. Assuming that their respective machines render substantially the same service, one will derive immeasurably more enjoyment from the outing than the other. One *knows how,* the other does not. One makes his motorcycle a means to an end, the other doesn't realize much more than simply that he is riding a motorcycle. Do you get the point?

* * *

Let us be a little more specific, and briefly consider just a single phase of the sport, namely, the desirability of giving variety to your riding schedule. For example, plan a week's program with the idea of doing *something different* with your motorcycle each day. That does not mean simply that you are to cover a different route each time you go out, but also that you have a different object in view, even if it be only to bring home some wild flowers, or cut a cane or fishing pole.

* * *

Like almost everything else, by many motorcycling is overdone. The fellow who covers from two hundred miles up every time he sets out for a ride, usually tires of the sport in a year or two, unless perhaps he specializes in competition. But take your rider who drives only twenty-five or fifty miles at a stretch, and seldom more than 150 miles a day, with many a stop along the wayside, and it's ten chances to one that he will continue to ride year after year, and in the end pile up by far the greater total mileage. Once again, he "knows how" and, in consequence, he lasts longer.

LATE NEWS

MOTOR CYCLE ILLUSTRATED

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EXIDE ADDITIONS

New Buildings Give Increase of 60 Per Cent in Floor Space

PHILADELPHIA, Pa.—The Electric Storage Battery Company, maker of Exide batteries, is well advanced in the construction of its new buildings. Since May, 1916, a two-story brick building containing a forming room, charging room and assembling department has been put into service, as well as a seven-story reinforced concrete structure on Allegheny avenue.

Another big building is now under way across the avenue from the main plant, this to be eight stories in height. When all buildings are finished, the plant will have over 20 acres of floor space, an increase of 60 per cent. over that of last year.

HITS AT PARKING

Milwaukee Ordinance Prevents Leaving Vehicles on Downtown Streets

MILWAUKEE, Wis., Jan. 29.—If a proposed ordinance now before the Council Committee on the judiciary is passed, vehicles of all descriptions will be prevented from parking on many of the downtown streets within the heavily trafficked business district.

Business men on Grand avenue and Wisconsin street urged its passage owing to the cluttering up of traffic at those points when the machines are parked.

GOODRICH PATRIOTISM

Tire Concern Not Only Holds Places for Its Guardsmen, but Takes Others.

AKRON, O., Jan. 29.—When the Akron National Guard was called for border duty the B. F. Goodrich Co. made it plain that it would hold the places for such of its workmen as were called to the colors, and that their jobs would be open for them on their return from Mexico.

The company has gone even further than this, now that the boys are back. Not only has it taken in its own employes, for which it held places, but many of the men who enlisted here from other business houses and whose places have been filled by men who were not enlisted with the National Guard will be given employment by Goodrich.

MILWAUKEE HONORS

Mueller Vice-President of Salesmanship Club—Crolius Chairman

MILWAUKEE, Wis.—E. J. Mueller, assistant sales manager of the Harley-Davidson Motor Co., has been elected to the vice-presidency of the Salesmanship Club of Milwaukee.

Mr. Mueller is one of the charter members of the Milwaukee organization, and has been active in promoting its interests.

Lacy Crolius, advertising manager for the Harley-Davidson folk, has been appointed chairman of the Publicity Committee of the Lincoln Memorial Association, which is endeavoring to raise $200,000 for a memorial to President Lincoln.

FOR TRADE EXTENSION

Printz, Pope and Schwab on Committee to Interview Federal Trades Body

READING, Pa., Jan. 30.—Daniel F. Printz, of this city, attended a meeting in New York of a committee interviewing the Federal Trades Commission in New York on the subject of trade extension for motorcycle and bicycle manufacturers, as well as for manufacturers of parts. The purpose is to find out to what extent the commission is able and willing to assist manufacturers in the United States, by co-operating with them and permitting trade extension in the various crafts through publicity, to advertise and popularize their products in foreign countries without running counter to patent or federal trade laws in this or other countries at which such trade extensions are aimed.

Mr. Printz was a witness before a congressional committee some months ago at a hearing on a bill to prevent pirating of parts of patented articles.

With him on the committee that met in New York were Col. George Pope, president of the National Association of Manufacturers, and Louis Schwab, of New York city.

DUCKWORTH ENLARGES PLANT

SPRINGFIELD, Mass. — Through the completion of a new wing to its plant, which has just been put into operation, the Duckworth Chain & Manufacturing Co. has added 30,000 square feet of floor space, considerably enlarging its production facilities. The addition was made necessary by pressing demands for Duckworth chains, a demand which, even with the enlarged facilities, cannot be fully taken care of.

WANTS PICNIC PLACES

N. Y. State Motor Federation Will Ask Legislature to Provide Them

ROCHESTER, N. Y., Jan. 29.—If the plans now being mapped out by the New York State Motor Federation go through, as outlined, the next Legislature will authorize an appropriation running into five figures to be used for providing picnic grounds and comfort stations along the highways of New York State.

Through its general counsel, John J. McInerney, the federation is bending every effort to have a bill for this purpose introduced at the coming session of the body.

GOODYEAR PLANTATIONS

Big Akron Concern Will Soon Be Producing All Its Own Raw Rubber

TORONTO, Ont.—Following the return of C. H. Carlisle, treasurer and general manager of the Goodyear Tire & Rubber Co., of Canada, Limited, Toronto, from Holland, announcement has been made that the Goodyear interests will shortly be producing practically all of their own raw rubber. Mr. Carlisle went to Holland several months ago to negotiate, it is declared, for the purchase of rubber plantations and the deals have been completed. The acquiring of these plantations in distant lands provides the Goodyear companies in the United States and Canada with an independent source of supply.

A recent visitor in Toronto was Manager Lee, of the Winnipeg branch of the Goodyear company.

FRISCO CLUB ACTIVE

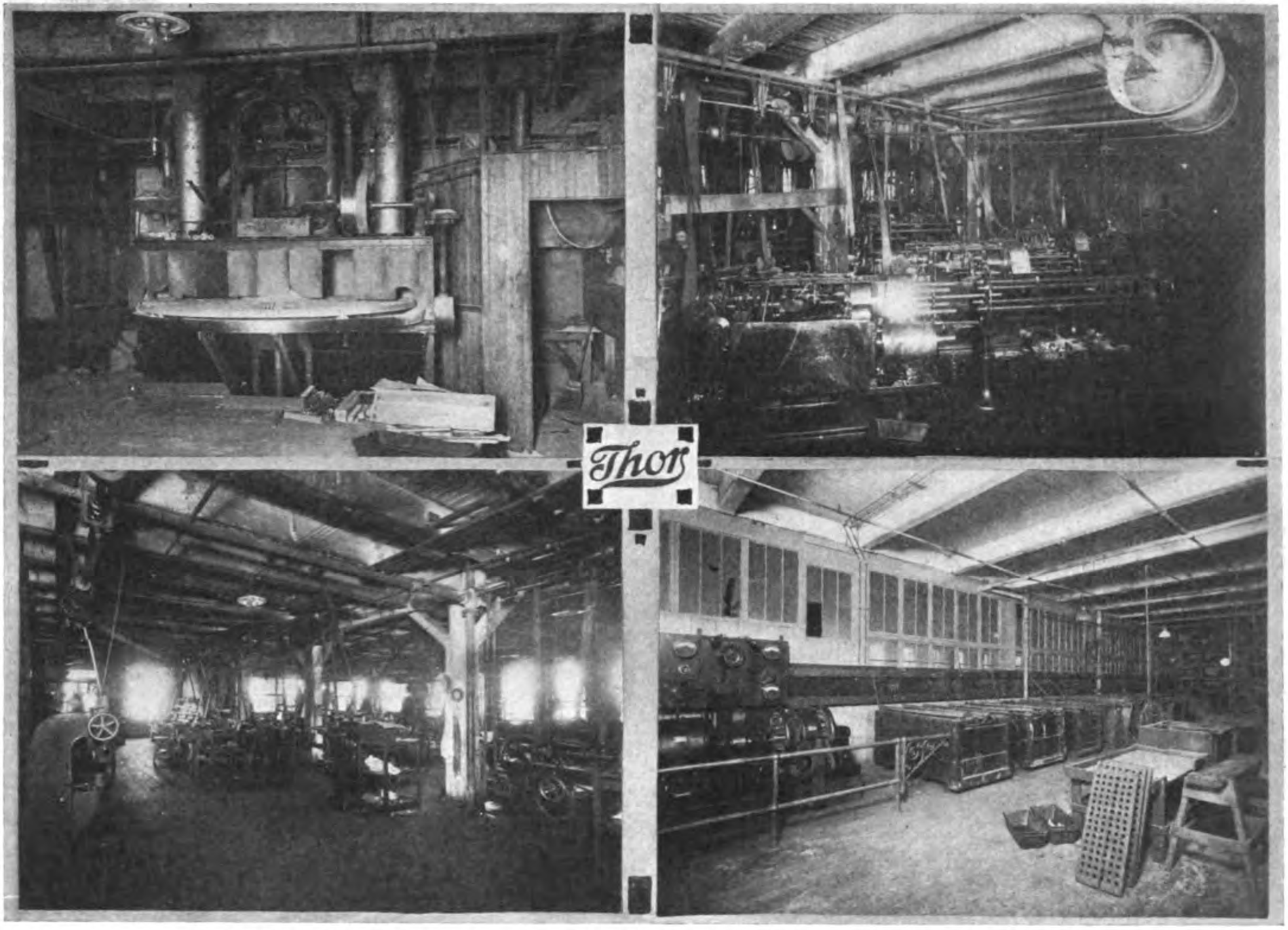
Touring Arrangements for Coming Season—Membership Campaign Banquet

SAN FRANCISCO, Cal., Jan. 22.—San Francisco has plans under way for a very active year. At a recent meeting E. H. Moore was elected captain, C. Beguhle, first lieutenant, and C. Jacka, second lieutenant. The Touring and Runs Committee is composed of the above named officers, H. Ohlsen and Frank Karslake. A schedule of official runs will be prepared for the entire year and voted on each quarter by the members of the club.

February 1, the club will hold a social in the club rooms.

On February 3, the losers in the membership contest of the San Francisco Motorcycle Club will pay their debt to the winners in a banquet to be held in the Delmonico cafe. The "Blues" lost and they are pretty blue when it comes to thinking of putting up for the banquet at which over forty are expected to be present. The banquet room of the cafe has been secured and the place will be turned over to the riders who expect an enjoyable evening.

FOUR SNAPSHOT GLIMPSES OF THOR THOROUGHNESS



In the Upper Left Hand Picture Is Shown the Sand Blast Machine on Which Thor Cast Parts Are Finished. The Upper Right Hand Picture Is a Glimpse of the Automatic Machine Room of the Thor Plant, Below on the Left Is a Suggestion of the Tool and Jig Room, While on the Right the Well Equipped Electro Plating and Buffing Plant Is Shown

LAUNCHES MOVE FOR STATE F. A. M.

Empire State Commissioner Ellis Hopes to Get Strong Body Started Before Next National Assembly

NEW YORK, Jan. 30.—State F. A. M. Commissioner George A. Ellis, convinced that a strong State organization backed with ample finances to enable it to really do things is the best possible plan for getting the boys together, has started a movement throughout the Empire State to launch such a State body.

It is not Ellis' intention to wean the motorcyclists of New York State away from the national motorcycle riders' body; the State body will work hand in hand with the F. A. M. and Ellis expects that provided such an organizaton is effected and perfected before the next national convention of the F. A. M. which usually occurs towards the end of July that he will be able to have things so arranged that half of the dues collected for membership in the F. A. M. will be returned to the State association for actual work in its own field.

For a starter Ellis, who is financing the movemeht himself, is working on the motorcycle clubs. He is getting out a letter to each of the clubs in the State bidding for their support in the movement and asking the individual members who would be willing to support such a State organization to send in their names.

Bid for Support

Ellis' letter to the clubs follows:

"Fellow Motorcyclists:

"With a view of concentrating the efforts of all the motorcycle riders and clubs in New York State and of placing F. A. M. affairs on such a basis that the riders who are contributing to the organization's support will have returned to them, for State development work, at least 50 per cent of the annual fees paid in, the undersigned has laid tentative plans for a New York State association of motorcyclists.

"Will you, as a live wire club, assist actively in the organization of a New York State motorcycle body under F. A. M. jurisdiction? Will you give us the benefit of your enthusiasm and your experience in our campaign to bring the riders together under a State F. A. M. banner? Will you assist in electing State officers, in deciding upon a business system for the organization and in developing plans for a State convention, official runs, etc.

"We assume that we may count upon your earnest co-operation and if that is the case there is no reason why New York riders should not have a State organization that will serve as a model for motorcyclists all over the country. There is a big opportunity open to us—let's make the most of it. It is only necessary for us to pull together and we are assured of success.

"The proposed State organization would be a working unit of the F. A. M. but would largely control its own affairs. Officers would be elected and arrangements made to place the organization on a first class business basis. Competitive events and touring would be encouraged and regulated, campaigns would be waged against unjust legislation and everything possible would be done to promote the welfare of our State riders. One of the first matters we would take up would be the return to the organization of fifty cents out of every dollar paid by its members to the F. A. M. This money would be used for the development of State plans.

"The undersigned has labored untiringly

and at considerable monetary loss to improve general motorcycle conditions in New York State and has at last become convinced that no permanent, worth-while results can be obtained without an active, business-like State organization.

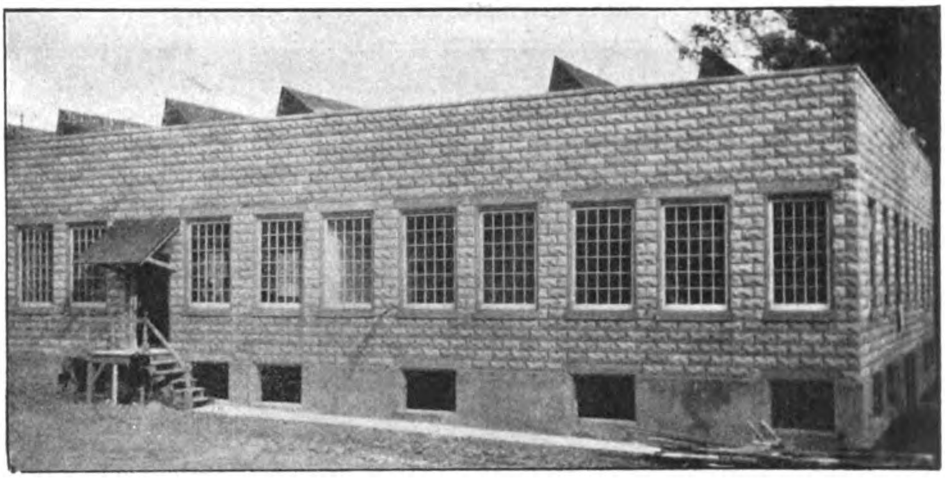
"Will you help to put such an organization on the map for the Empire State? Have you any suggestions to offer?

"Fraternally yours,
"G. A. ELLIS,
"State F. A. M. Commissioner."

WESTERN M. C. PLANS RUNS

DENVER, Colo., Jan. 27.—The Western M. C., which has its headquarters and club room above the Western Supplies Company's store at 1448-52 Larimer street, this city, is planning on continuing its Sunday runs to near-by cities and mountain places of interest as soon as spring weather arrives. The club has a good membership and with the coming of spring it will awaken to renewed activities.

A GLIMPSE OF HAMMONDSPORT MECO PLANT



This Modern Concrete Structure Is the Factory of the Motorcycle Equipment Co., of Hammondsport, N. Y., Makers of All Sorts of Motorcycle Accessories

MANY WELCOMED AT ROCKFORD BANQUET

Hospitality the Watchword at Annual Function of Club—The Speakers and some of the Talks

ROCKFORD, Ill., Jan. 27 (by telegraph). —Paul John, poet laureate of the Rockford Motorcycle Club, certainly typified the spirit of the annual banquet of that organization when he wrote the poem that emblazoned the back of the neat menu card for the feast:

"We haven't any door plate nor a knocker made of brass;
There's nothing in or out the place to indicate we're class,
But we've a jolly little club with music all about
And if any one's a-coming he will find the latchstring out."

Anyone who has been to Rockford "feeds" wants to go again and that indicates the yearly pilgrimage to the Forest City of dozens of old-timers in the motorcycle industry to take in this affair.

Held this year in the new Moose Temple with a crowd that jammed the dining hall, Arthur L. Johnson presided, and his unique introduction of the various speakers was worth going miles to hear.

Trade Folk There

Most of the talks were extemporaneous and recounted experiences in endurance runs, such as Rockford riders only can tell about. Trade representatives in attendance were: Hugh Sharp, Harley-Davidson Motor Co.; W. H. Parsons, MOTORCYCLING AND BICYCLING; F. B. McFadden, Indian traveler; C. G. Copp, Excelsior traveler; M. W. Barkman, president, Freeport M. C., and J. P. Koegel, Harley-Davidson dealer in Freeport; "Jimmy" Chafin, United States Tire traveler; Walter Lincoln, Harley-Davidson dealer in Belvidere; D. R. Hix, Chicago.

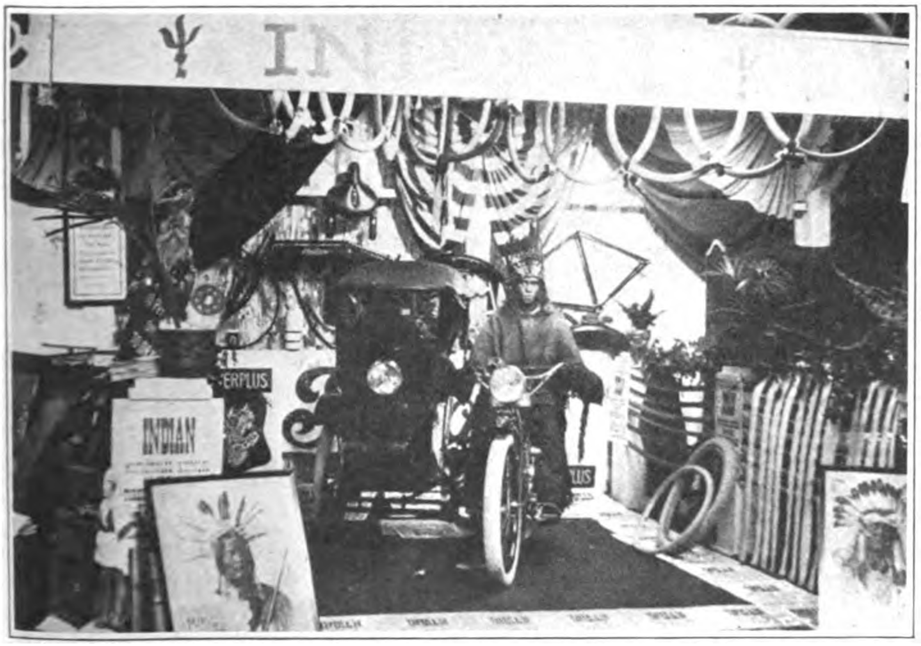
Sharp extended greetings of the Milwaukee Club, and with civic pride extolled the virtue of the Cream City in which motorcycles play important part in making steel and iron industries first in that city.

The proposed national Gypsy holiday plans of the Educational Committee were outlined by Parsons. Thomas Gill, the local F. A. M. attorney, urged the club members to make the organization stand for bigger things in the civic life of Rockford and to exert every effort to boost their home town.

Other Speakers

R. A. Croon, club president, thanked members for co-operation. Among the other speakers were: William Swanson, vice-president; Walter Carey, secretary-treasurer; Henning Johnson, recording secretary; Carl Swanson, captain; Arthur Anderson, first lieutenant; Paul Johnson, second lieutenant; E. J. Larson, chairman of the club board of directors; Alvy Anderson, board member; Carl Bladstron, club's first president; Hollis Marien, assessor town of Rockford; George Johnson, the oldest rider; Claude Smith, Beloit; Joseph Bick, a local bicycle dealer.

THE MOTORCYCLE AS A FAIR FEATURE



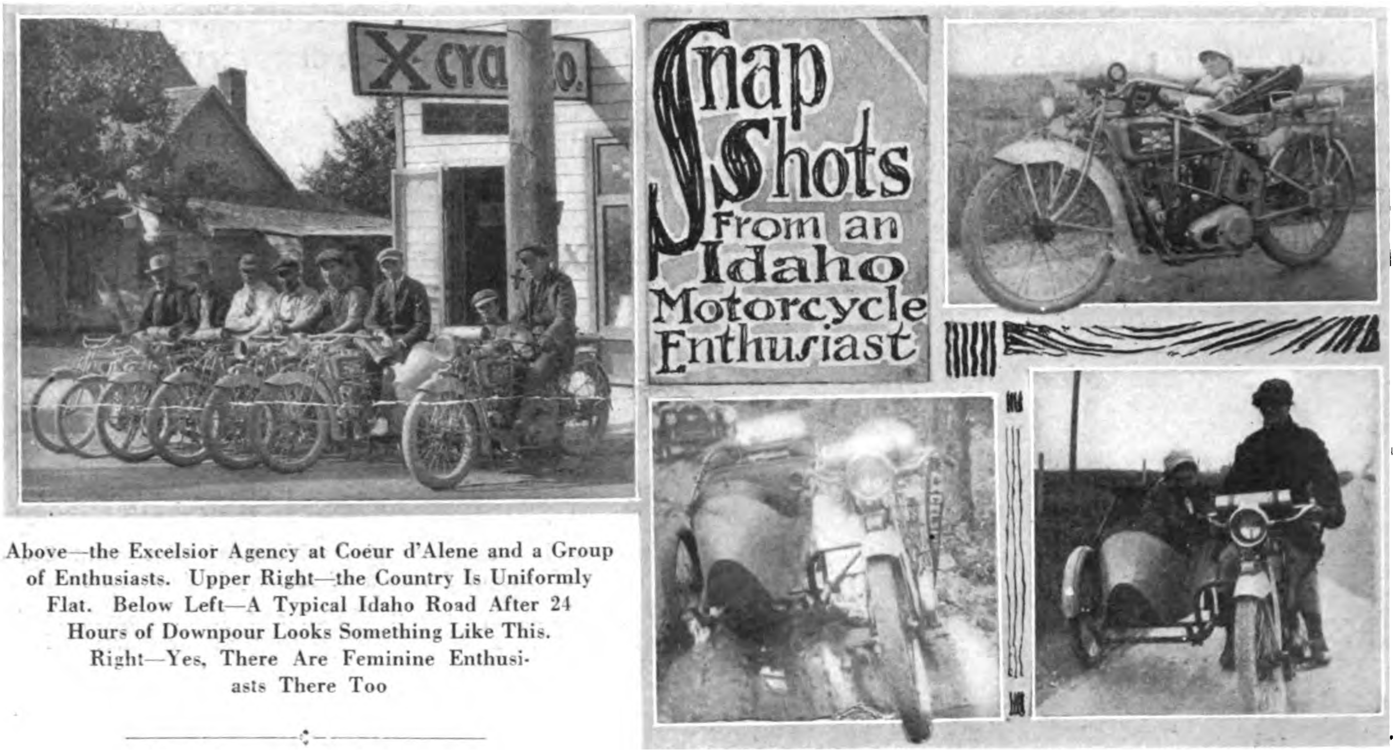
The Display of the Maysville, Ky., Indian Dealer at the Corn and Tobacco Exhibition Held in That City Recently

READING CLUB BANQUET

Held at Pleasant View Hotel—Lincoln's Birthday Dance Planned

READING, Pa.—The annual banquet of the Reading M. C. was held at the Pleasant View Hotel, near this city. The members received souvenirs from James Mayo and William Buell, dealers. The Gibson orchestra entertained, and then singing and dancing by Herbert Shannon, Leo Buckley and Raymond Rauenzahn was a feature of the program. The committee in charge included Earl Meyers, chairman; John G. Nuebling, George L. Dengler and Jacob Deisher.

The club will hold a dance in Odd Fellows' Temple on Monday, Lincoln's Birthday, with the Ringgold Orchestra in Attendance.


Snap Shots From an Idaho Motorcycle Enthusiast
X CYA CO.

Above—the Excelsior Agency at Coeur d'Alene and a Group of Enthusiasts. Upper Right—the Country Is Uniformly Flat. Below Left—A Typical Idaho Road After 24 Hours of Downpour Looks Something Like This. Right—Yes, There Are Feminine Enthusiasts There Too

"SIMPLIFIED RULES" FOR PROVIDENCE

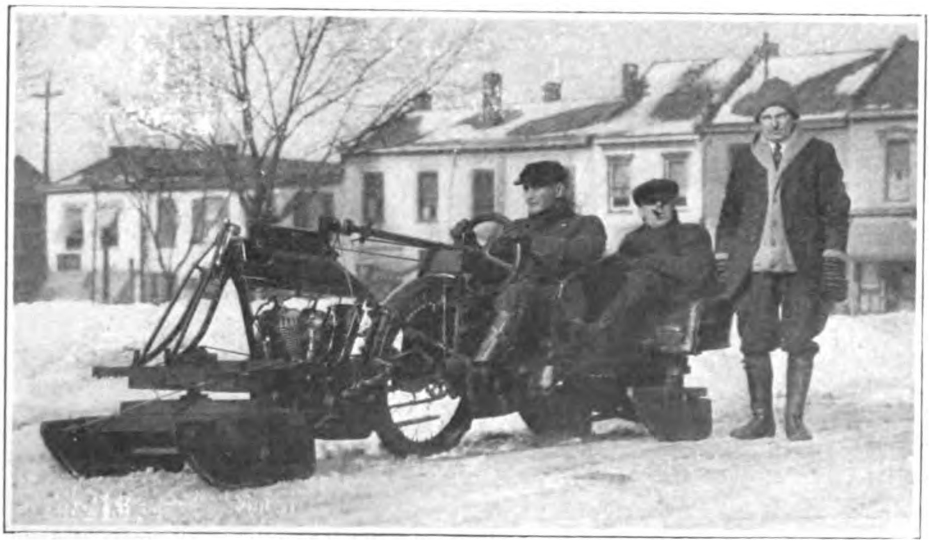
Police Commissioners Issue Instructions in Understandable Form for Guidance of Motor Vehicle Users

PROVIDENCE, R. I., Jan. 29.—The Board of Police Commissioners of the city have taken a common sense way of putting the new laws regarding motor vehicles before the public. They have put the legal verbiage into a simplified form that policemen may instruct the public.

Regarding the lighting of the motorcycle the board tells the police the following: "Members of the department will note that the time for lighting motor vehicles has been changed from one hour after sunset and one hour before sunrise to one-half hour after sunrise and one-half hour before sunrise. They must display at least one white light on the front of the vehicle visible for at least 200 feet and that the rear light shall be sufficient to permit the register number plate be plainly visible at a distance of 60 feet."

In addition the board says: "Members will note that the new law requires the driver of a motor vehicle causing an accident to give not alone his name, the number of his driver's license and the registry number of the motor vehicle, but the name and residences of each and every occupant. This procedure must be followed in case of damage to property. You will also note that a vehicle shall not pass a trolley car on the right hand side when it has stopped to let off passengers. This, you will notice, is now a State law instead of a city ordinance."

MARYLAND IDEA OF A MOTOR "SNOWSTER"



Interesting Motorcycle Bob Creation Made by Waking & Co., Indian Dealers at Richmond, Md.

BECK MOVES OFFICE

Eastern Rogers and F.-N. Man Now Has Three Addresses in New York

NEW YORK.—Irving Beck, Eastern representative for the Rogers sidecar and F.-N. products, has moved his office from 1691 Park avenue to 68-72 East 131st street.

Beck announces that he is retaining his warehouse on 123rd street, as well as garage premises on Park avenue, which gives him greatly enlarged storage space for carrying Rogers sidecars and F.-N. products. He has room now for the storage of 600 sidecars, and has a freight carload a week coming in from the Rogers factory at Goshen.

NEW RHODE ISLAND BILL

Will Increase Registration Fee to $6 If Enacted—$1 for Renewals

PROVIDENCE, R. I., Jan. 29.—The registration of motor vehicles in this State may be entirely changed and the fees will take a big jump in the event an act just introduced in the legislature here is passed.

The bill provides that every motorcycle registration license shall cost $6 to rider owners, while for the registration of all motorcycles owned by or under the control of a manufacturer or dealer in motorcycles, $20. Every renewal shall cost $1.

BENNETT USED A BERLING

BUFFALO, N. Y.—The Berling folk—that is the Ericsson Manufacturing Co.—are pointing with pride to the fact that it was a Berling magneto that supplied the sparks on Wells Bennett's Excelsior and which enabled him to complete the course in that 550-mile Bakersfield endurance run while all of the other 29 entrants withdrew.

GOODRICH FINANCES

Profits of $9,550,000 Shown for 1916; Directors Declare Dividends

AKRON, O., Jan 29.—The net profits of the B. F. Goodrich Co. for 1916, it was disclosed at the Board of Directors' meeting last week, were $9,550,000. This amount added to the surplus carried over Dec. 31, 1915, shows undivided profits of approximately $14,900,000, after deducting dividends and making provision for the redemption of $700,000 worth of preferred stock, and deducting another $121,460 for the reduction of preferred stock and another $100,000 appropriated for the pension fund.

The directors declared a dividend of 3½ per cent o.n the preferred stock, payable half in April and the remainder July 1. A quarterly dividend of 1 per cent. was declared on the common, payable May 15. It was also voted to retire 9,000 shares of preferred prior to July 1, making a total retirement of 36,000 shares, covering the charter provisions.

A TRIO OF FEMININE MOTORCYCLE ENTHUSIASTS

From Left to Right They Are Miss Mabel White, Miss Florence Hauck and Mrs. E. H. Raymond, and They Are All Chicago Thor Riders

RIDERS NOT AFFECTED

Plan to Raise More State Funds Applies to Passenger Carrying Autos Only

ALBANY, N. Y., Jan. 29.—As far as can be learned here it is not the intention to tamper with the present motorcycle license fee if the State finds it necessary to put the screws on automobilists using rented machines and motor trucks in the effort to raise more funds. The State needs $15,000,000 more than its estimated revenue, and all sorts of schemes are being suggested to meet the situation, among them the plan to raise the ante on certain classes of motor cars.

The Hewitt Bill to tax motor trucks and automobiles used for transportation purposes, which was reported favorably to the Senate a few nights ago, would place a tax of $15 on motor cars carrying five or less persons, and would be gradually increased until a maximum tax of $67.50 would be levied on motor buses carrying thirty or more persons.

NEW PISTON RING

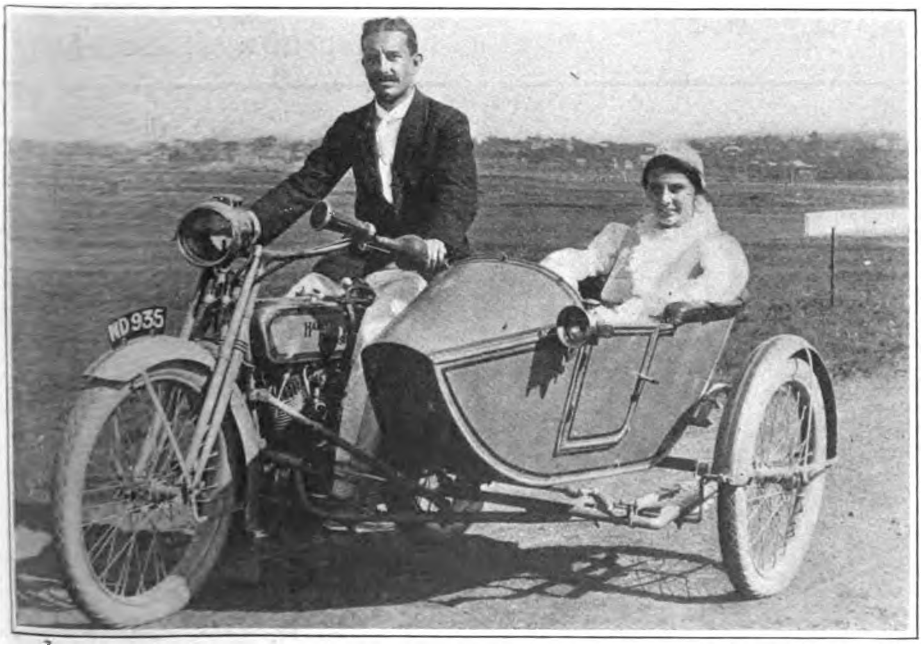
Rockford Concern Brings Out Novel Non-Leak Device

ROCKFORD, Ill., Jan. 29.—A. A. Martin, who is head and shoulders of the Modern Motor Parts Co., has invented a new and novel piston ring for which many and large claims are made.

The design is said to be exceptionally simple and ingenious, its efficacy in the way of preventing leaks past the piston and holding compression being due for the most to the construction of the joint or union which connects the free ends of the ring proper. This union is so constructed that it leaves no straight line for the leakage of the gas, and yet there is not a gap or crevice for the accumulation of carbon or gummed oil.

The company is counting upon a production of 2,000,000 rings during the next year and is preparing to increase its facilities to take care of an even larger demand in subsequent years.

HERE ARE A COUPLE OF DURBAN PRIZE WINNERS



F. Zurcher and Miss Merrin Who Won the Sidecar Prize in the Martizburg M. C. One-Day Reliability Trial

KANSAS CITY RACING

Promoters Looking for Track Near City for Next Season

KANSAS CITY, Mo., Jan. 24.—Casimer J. Welch, who last year, with several associates, promoted a monthly series of race meets in these parts, is looking around for a track which is readily accessible to city folk. Unless such a track is located, or perhaps built for the purpose of staging of meets, it is unlikely that the program will be continued for the present year.

Welch is confident that it would pay an investor to construct a suitable track on the outskirts of the city, provided transit facilities are favorable for bringing the crowd out in large numbers.

NEWARK SHOW POSTPONED

NEWARK, N. J., Jan. 29.—Because the United States War Department intends to inspect the First Regiment of Newark during the week of February 17 to 24 the New Automobile Show, which was to have been held during that week, has been postponed, the new date being February 24 to March 3.

BUFFALO MOTORDROME RAZED

BUFFALO, N. Y., Jan. 29.—The last act in connection with the old motordrome, on the outskirts of the city, was staged recently. A wrecking company bought in the property for a consideration said to be $1,000 and demolished the plant.

INAUGURATE SERVICE CENTER PLAN

Harley-Davidson Motor Co. Starts 39 Service Stations February 1—School Training for Repairmen

A Class in the Repairmen's School, Being Conducted at the Harley-Davidson Factory in Connection with the Service Plan

THE fellow who has been up against the "ham" repair man, the rider who has paid his good 60 cents an hour while some potterer, parading under the style of "motorcycle expert," has tinkered with this and tinkered with that on his machine, and in the end returned him a largeness of bill and a smallness of satisfaction, will appreciate what the Harley-Davidson folk are doing in the way of training repair men from all parts of the country.

A Two Weeks' Course

The Harley Davidson folk have established a repairman's school, which is under the supervision of Joseph Kilbert, head of the service department, with Emil Sauler, foreman of the repair shop, directly in charge. Assisting Sauler are H. E. Jameson, the Harley-Davidson electrical expert, and J. L. McKellips, none the less expert at service work.

To enable the repairmen attending these classes to realize the greatest efficiency from the course the number enrolled in each class is limited to 15, and the course of instruction extends over a two weeks' period. The third class is in operation now, and the enthusiasm displayed by the graduates over the increased knowledge of practical service work obtained has more than compensated the Harley-Davidson service department for the time and effort expended.

The Program

The program carried out in each course of the service center training school is as follows:

For convenience the work is grouped under two headings, mechanical and electrical, with two divisions, each comprising half the class.

Classes are conducted from 8 A. M. until noon, and from 1 o'clock to 4:40 in the afternoon.

The school was started two months ago in anticipation of the inauguration of the Harley-Davidson Service Center plan, which goes into effect on Thursday next, February 1.

Parts Carried

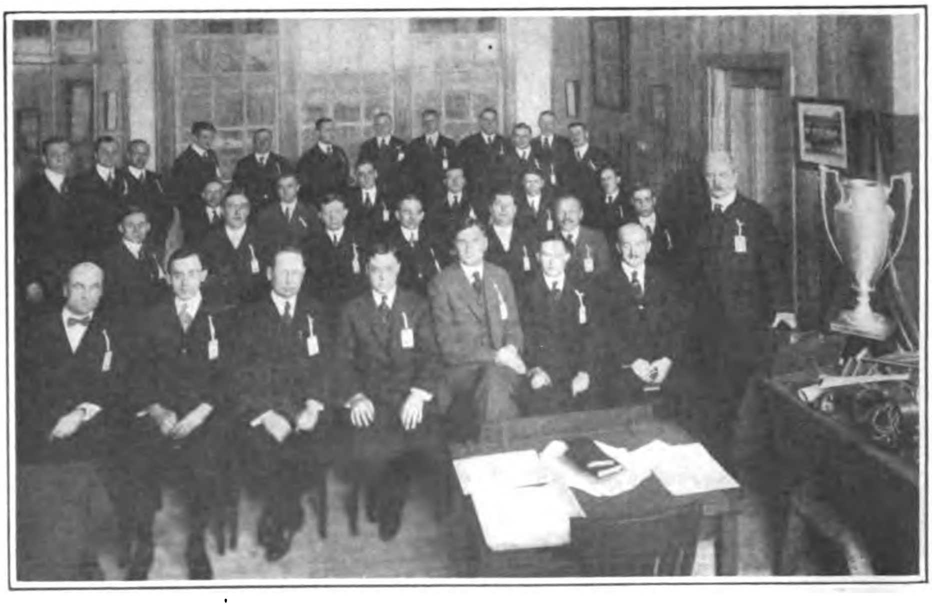
Through the workings of this radical plan the Harley-Davidson folk will be able to give riders of their machines what is to all intents and purposes factory service at any one of 39 cities distributed around the country. The men who now are, and who have been for the past two months, taking the repairmen's course at the Harley-Davidson school, are from either the factory branches or the distributors located in these various 39 cities.

Aside from seeing to it that a competent repairman is employed at each of these 39 service centers, the Harley-Davidson folk have made sure that at each point a complete stock of Harley-Davidson parts for all models, past and present, are always on hand so that the Harley-Davidson rider is certain of obtaining the same measure of attention at any of the service centers as is afforded at the Harley-Davidson factory in Milwaukee.

The service centers, which will be ready for business on Thursday next on the new plan, are located as follows:

Atlanta, Ga., Harley-Davidson Motor Co., 222 Peachtree St.;
Baltimore, Md., Heinz Motor Co., 611 W. North Ave.;
Billings, Mont., Aurich & Tappe, 223 N. Broadway;
Boise, Idaho, A. P. Tyler, 919 Grove St.;
Boston, Mass., Harley-Davidson Motor Co., 15-17 Harcourt St.;
Buffalo, N. Y., H. L. Peters, 330 Pearl St.;
Chicago, Ill., C. H. Lang, 1704 Michigan Ave.;
Cleveland, Ohio, Lister Motorcycle Co., 1828 E. 55th St.;
Columbus, Ohio, P. I. Haynes & Co., 245 N. Fourth St.;
Dallas, Tex., Harley-Davidson Sales Co., 209 Pearl St., S.;
Danville, Kan., Drouhard Motor Co.;
Denver, Colo., W. W. Whiting, 1309 Broadway;
Detroit, Mich., W. E. Wandersee Co., 129 Gratiot Ave.;
Fargo, N. D., Charles H. Siems, 531 N. Broadway;
Harrisburg, Pa., Heagy Bros., 1200 N. Third St.;
Indianapolis, Ind., H. L. Dipple, 536 Massachusetts Ave.;
Kansas City, Mo., Western Motorcycle Co., 914 E. 15th St.;

THE SPARKS FLEW AT THIS SALES CONVENTION



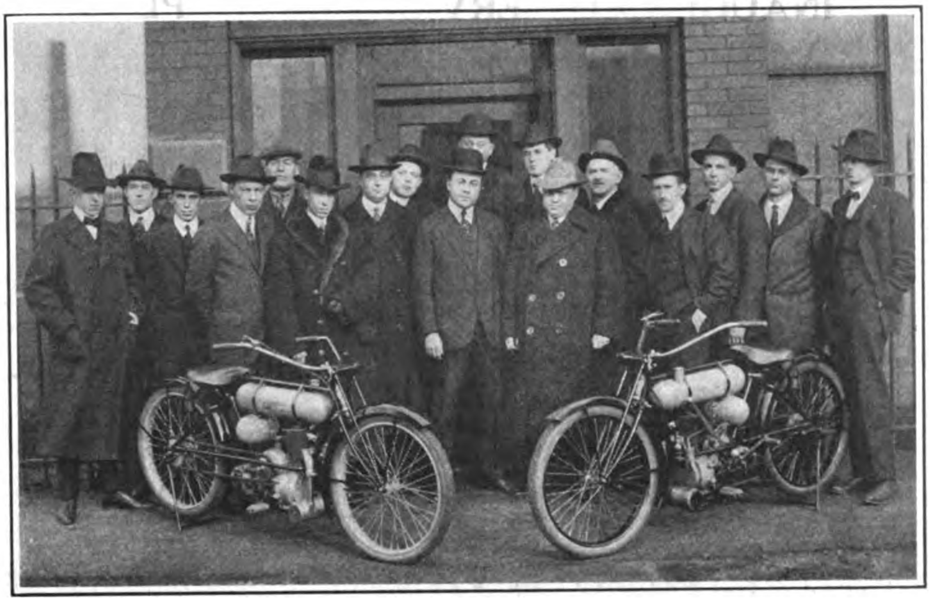
Distributors of the Bosch Magneto Co. at their Convention in Chicago, Jan. 22-24

Los Angeles, Cal., Appeal Mfg. & Jobbing Co., 631 S. Los Angeles St.;
Louisville, Ky., Kline Bros. Motorcycle Co., 517 W. Broadway;
Minneapolis, Minn., Guy W. Webb, 1026 Marquette Ave.;
Newark, N. J., Carl W. Bush Co., 312 Halsey St.;
New York City, Harley-Davidson Sales Co., Inc., 533 W. 110th St.;
Oklahoma City, Okla., Enterprise Motor & Cycle Co., 124 W. First St.;
Omaha, Neb., Victor H. Roos, 2703 Leavenworth St.;
Philadelphia, Pa., Alexander Klein, 2216 N. Broad St.;
Pittsburgh, Pa., S. C. Hamilton, 5817 Penn Ave., E. E.;
Portland, Ore., Motorcycle & Supply Co., 209 Fourth St.;
Rochester, N. Y., Wagner-Dolph Co., Inc., 119 Main St., W.;
Salt Lake City, Utah, House of Hopper, 140 E. Broadway;
San Francisco, Cal., Appeal Mfg. & Jobbing Co., 1596 Market St.;
Sioux City, Iowa, Charles E. Wilcox, 614 Fifth St.;
St. Louis, Mo., Olive Cycle & Motor Co., 1035 N. Grand Ave.;
Spokane, Wash., Falls City Cycle Co., 108 Bernard Ave.;
Syracuse, N. Y., The Potter Co., 418 S. Clinton St.;
Toledo, Ohio, Oberwegner Motor Co., 813 Jefferson Ave.;
Topeka, Kan., Shawnee Cycle Co., 117 E. Seventh St.;
Toronto, Ont., Walter Andrews, 369 Yonge St.;
Washington, D. C., August Zimmerman, 912 Ninth St., N. W.

MUST HAVE NEW TAGS JAN. 31

DENVER, Col., Jan. 27.—Motorcyclists of this State who are caught using 1916 license tags after Jan. 31 will be arrested and fined, according to official orders.

THE CLEVELAND AND SOME OF THE MEN BEHIND IT



The Sales, Advertising, Manufacturing and Administrative Organization of the Cleveland Motorcycle Mfg. Co., Snapped at the Conclusion of a Conference Last Week

NEW CYCLEMOTOR FOLDERS

Striking Series Is Started by the Rochester Company for Dealers

THE first of a series of eight striking three-color folders to be sent to dealers by the Cyclemotor Corp., Rochester, N. Y., is just off the press and the series gives promise of being the most striking literature so far put by the makers of the popular little bicycle power attachment. A comprehensive campaign has been mapped, and each of the new folders—devoted to oustanding features of the company's proposition—will go to 10,000 bicycle and motorcycle dealers throughout the country.

A brief letter was recently sent to prospective dealers in open sections of the country, suggesting the advisability of early orders and in return the Cyclemotor company received a batch of telegraphic orders, some of them coming from districts which are now snowbound and where no sales were expected before spring. Among the companies that telegraphed for 1917 demonstrators were Lewiston Cycle & Supply Co., Lewiston, Idaho; Alva Courtney, of Luray, Mo.; L. V. Abbott, of Shoshone, Wyo.; Ed. Hoffman, Indianapolis, Ind.

BRASEE TAKES CLEVELAND AGENCY

SAN FRANCISCO, Jan. 22.—Ben Brasee, pioneer motorcycle dealer of Fresno, has taken the exclusive distributing agency for the Cleveland motorcycle in Merced, Madera and Fresno counties.

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1917 Indian Sales Show Big I

Following Figures Tell the Sto
Leadership—Backed by In
and Engineering Sup

42% 1917 Domestic Indian Sales have increased 42 per months ending January 31st, 1917, 30 carloads of 1917 loads during the same 5 months a year ago.

26% With greater obstacles than existed in 1916, due t shipping difficulties, Indian Foreign Sales for 1917 to d

74% The constantly increasing demand for Indian side 1917 side car sales have increased 74 per cent over the cate preference for Indian side cars, but shows the conti a means of obtaining greater pleasure from motorcyclin

57% Indian Bicycles jumped into public favor in 1916 mistic plans of the Hendee Manufacturing Company, a crease of 57 per cent over the same period in 1916! Ind easiest selling bicycle made in this country.

These Increases in Indian sales are not guess work—but act are ready to prove the truth of these figures and will be glad to d them to anyone who cares to investigate.

The completeness of the Indian line, the fully established qu mechanical superiority of Indian machines, backed by that Intern made possible these big increases in Indian sales.

HENDEE MANUFACTURING COMPANY
Largest Motorcycle Manufacturers in the World
SPRINGFIELD, MASS.

'ease Over 1916

ıf Indian Sales
n Quality
ıacy

ıer the same period in 1916! For 5
ı have been shipped, against 12 car-

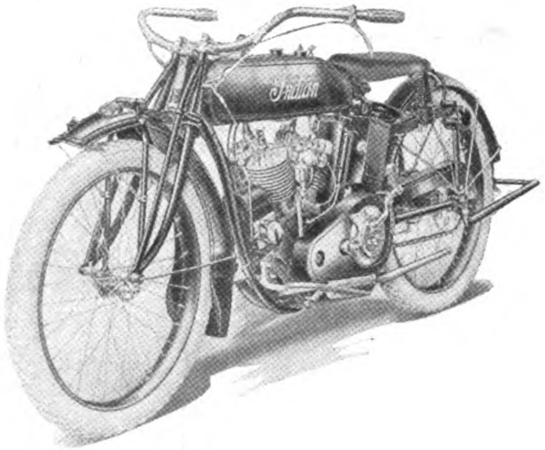
t British embargo and other foreign
: increased 26 per cent.

ıest indicated by the fact that Indian
ıriod last year—not only does it indi-
ırowing popularity of the side car as

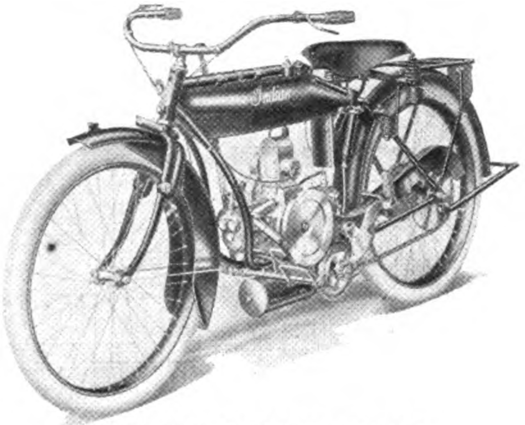
ı far exceeding the most opti-
ıe 1917 season shows an in-
ıcles are the most popular,

ıe sales figures. We
trate the accuracy of

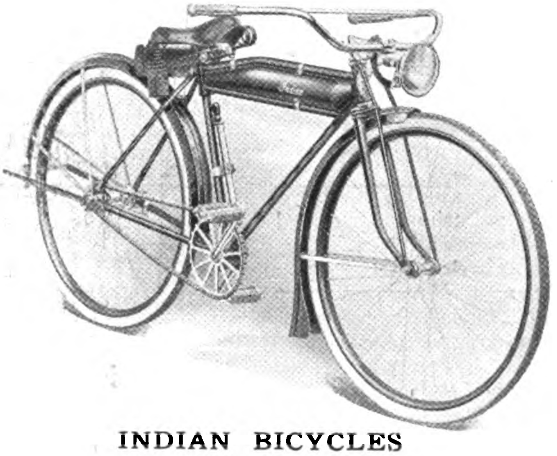
f Indian products, the
ıl Indian prestige, has



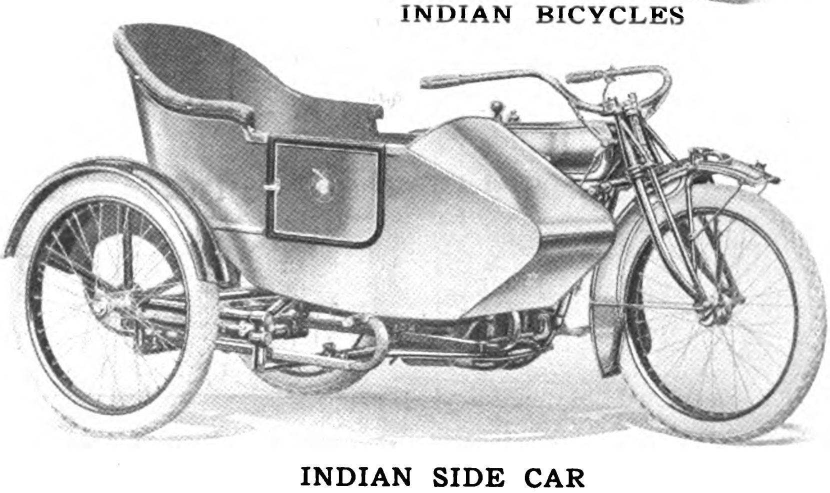
1917 INDIAN POWERPLUS



INDIAN LIGHT TWIN



INDIAN BICYCLES



INDIAN SIDE CAR

CLUB ACTS TO FORESTALL LEGISLATION

Pending Bonding Measure in Pennsylvania Brings N. J. Club Up On Its Toes—Preparedness Is Timely

NEWARK, N. J., Jan. 26.—With characteristic alertness, the New Jersey M. C. took steps this week to acquaint the motorists of this state of the pending legislation in the neighboring state of Pennsylvania regarding the bonding of motorists in case of accidents.

That the subject is a timely one may be gathered from the recent remarks of Commissioner of Motor Vehicles William L. Dill, which are as follows:

"The justice of compensating the workingman for injuries received was recognized in this state by the enactment of a workingman's compensation law, and considerable merit, therefore, is attached to the proposition of protecting the public against the chances of injury at the hands of a reckless motorist by providing an indemnity for injury or death. However, to require a New Jersey motorist to file a bond or insurance policy with the department at the time of registration, while no such exaction obtains in other states, would fall far short of affording the protection desired, and so the department refrains from making any specific recommendations at this time, preferring to await concerted action on the part of states contiguous to the State of New Jersey."

In other words, Mr. Dill is watching to see which way the cat jumps in the Keystone State, and it is an important matter this defeating of that drastic bit of lawmaking requiring Pennsylvania motorists to file a bond of $3,000 to $5,000 against accidents, not only to the citizens of that state, but to owners of cars or motorcycles in every other state in the Union. One state passing such a law and the precedent has been established, then watch the other fellow.

DAVIDSON IN LOS ANGELES

Harley-Davidson Salesmanager Calls on Distributors on Way to Antipodes

LOS ANGELES, Cal., Jan. 26.—Arthur Davidson, of the Harley-Davidson Motor Co., made a brief visit in Los Angeles with officials of the Appeal Manufacturing & Jobbing Co., Harley-Davidson distributors, before sailing on his far eastern trip. Simultaneous with his arrival came the first shipment of Harley-Davidson bicycles to the Appeal Co. and also an additional shipment of Harley-Davidson motorcycles.

J. D. Frazer, manager of the Appeal's northern business, was in Los Angeles on the same date and assured Mr. Davidson that practically every Harley-Davidson motorcycle dealer in the northern half of California will take on the Harley-Davidson bicycles. On closing his visit in Los Angeles, Mr. Davidson accompanied by Mrs. Davidson, took the train for San Francisco, from where they will sail on their trip to Honolulu, Australia and New Zealand.

EXPORTS SHOW DECLINE

Motorcycle Figures for November Low —Bicycle Shipments Soaring

WASHINGTON, D. C., Jan. 29.—Motorcycles to the number of 674 and valued at $136,120, were shipped to foreign ports during November of last year, showing a slight falling off over the exports of November, 1915. The figures for that month were 855 machines, valued at $168,141.

During 11 months of the year 1916 we exported 15,086 motorcycles, valued at $2,861,672, as against only 13,902 machines, valued at $2,661,469, for the year 1915. The figures show that the average price of the exported motorcycle during 1916 was just slightly better than $190, as against a price of $191 for the exported motorcycle of the year 1915.

The figures bearing on our bicycle trade with foreign countries again soared during the eleventh month of 1916. The exports of cycles and cycle material amounted to $110,062 during November, as against merely $46,012 during November a year ago, the figures showing considerably better than 100 per cent. improvement. During the eleven month period terminating with January 30 our bicycle export trade was just shy of reaching the million dollar mark, being exactly $999,597. This compares with $571,121, the value of our export trade for the first eleven months of 1915.

Imports of motorcycle materials continued at a minimum. They amounted to only $2,678 during the eleventh month of 1916, as against $1,865, the figures bearing on the trade for November, 1915.

TAKE ON A. B. C. GENERATOR

NEW YORK, Jan. 15.—Baker, Murray & Imbrie, New York Indian distributors, closed with C. Will Risden of the A. B. C. Generator Co., Los Angeles, Cal., when he was in town last week to handle the distribution of the A. B. C. motorcycle generator. The device is offered in two types for attachment to any make of motorcycle. The more complete type is arranged for storage battery while the other simpler type has no battery.

PLANS HATCHED FOR MILWAUKEE SHOW

Date Set for March 21-24, and Auditorium Arena Hired for Occasion —Will Be Three Times as Big as Last Year

MILWAUKEE, Wis., Jan. 30 (By telegraph).—Egged on, so to speak, by the marked success of the two previous shows which the Milwaukee M. C. staged, the show committee has rented the main arena of the Auditorium Building for the 1917 exhibit, March 21-24 and is formulating its plans with the idea of putting on a show fully three times as large as last year's affair.

It will not be an exclusive motorcycle show, however. "Motor Power and Aeronautic Show" is the style under which it will be billed, which means, of course, that space will be sold to all manufacturers whose productions include the use of an internal combustion motor.

Louis W. Buckley, a bicycle promoter of note, has been engaged as the show manager. An honorary advisory committee comprises Walter Davidson, president of the Harley-Davidson Motor Co.; Jesse Edwards, Edwards-Crist Manufacturing Co.; Fred B. Mathis, sales manager, Excelsior Motor Manufacturing & Supply Co., and C. B. O'Hare, sales manager, Aurora Automatic Machinery Co.

The publicity committee comprises W. H. Parsons, *Motorcycling and Bicycling;* J. H. Donehue, **Motor Cycle Illustrated;** W. H. Roland, Milwaukee *Journal;* Manning Vaughn, Milwaukee *Sentinel,* and Ben Steinel, *Evening Wisconsin.* The reception committee comprises all of the local motorcycle dealers, while E. J. Mueller, assistant sales manager of Harley-Davidson Motor Co., is chairman of the committee on features. An effort will be made to promote a race between a motorcycle and an aeroplane.

BACK FROM LONG TRIP

After Making a Southern Trip of 1,100 Miles on His Harley-Davidson Frank E. Campbell Is Back at His Home in Newark, N. J.

FERGUSON ANSWERS THE CALL

WASHINGTON, D. C., Jan. 29.—Ernest Lincoln Ferguson, pioneer motor tourist, who was connected with the *Bicycling World* and *Motorcycle Review* in 1891-92, and who had of late years been manager of the Washington bureau of the American Automobile Association, died here a few days ago, aged 51. Mr. Ferguson was widely known in motoring circles and was at one time automobile editor of the New York *Evening Mail.* He was identified also with the *Motor Age* when that publication was launched.

ANDERSON HEADS HENDEE BICYCLE DEPARTMENT

Arthur A. Anderson

Z. Godin

SPRINGFIELD, Mass.—Arthur A. Anderson, for four years in the employ of the Hendee Manufacturing Co., has been selected by that company to take charge of its bicycle department to succeed Z. Godin, who has resigned to become bicycle manager of the Schmelzer Arms Co., Kansas City, Mo.

Mr. Anderson came to the Hendee Manufacturing Co. from the staff of the Pope Manufacturing Co. in Hartford, Conn. During the first six months of his employment in Springfield he was connected with the bookkeeping department, but in the fall of 1912 he was placed in charge of the motorcycle order department.

Mr. Godkin was also a Pope man previous to his connection with the Hendee Manufacturing Co., having been nine years with the former concern. He came to the Hendee Manufacturing Co. five years ago, being first employed as a salesman in the middle west territory. He was later in charge of the Denver branch until that branch was closed, when he was transferred to the sales department of the home office in Springfield.

SPRING SALES CAMPAIGN

Canadian Dealers Will Make Big Drive About First Week in April

TORONTO, Ont.—Some surprise has been occasioned in Canadian bicycle trade circles over the announcement made from New York by the United Cycle Trades Directorate that the Canadian bicycle interests would co-operate with American manufacturers and jobbers in the holding of the Spring Sales Campaign from April 28 to May 5.

The Hamilton Bicycle Dealers' Association of Hamilton, Ontario, has already decided to hold its special spring drive during the week of April 2, and the Toronto dealers have also been counting on the first week in April.

The tentative dates for the sales campaign in Montreal and other Eastern Canadian cities were April 16 to 21, as spring opens up in this territory a little later than in Southern Ontario. In Vancouver and Victoria, B. C., it is intended to hold the sales push during the week of March 12 when the Vancouver Motor Show is scheduled to be staged.

NO LET-UP FOR McBRIDE

Excelsior and Henderson Agent Says Snow Does Not Hamper Sales

TORONTO, Ont.—"When I look out of the window and see so much snow, I cannot understand why I am selling so many motorcycles," declared Percy A. McBride, the widely known Toronto dealer, recently. McBride is the Excelsior distributor for Eastern Canada and the Henderson representative for the whole Dominion. His orders are piling up and he has already made more deliveries of new models than he ever secured up to this date in any previous year According to McBride, the condition of the weather has very little to do with the sales of motorcycles, and his motorcycle salesmen are as busy now as they will be at any time during the year with the exception of the spring rush period.

McBride will have his own lines of bicycles this year as well as the Cleveland line, which is made by the Canada Cycle & Motor Co., Ltd. With the idea of building up a big wholesale business in wheels, McBride has prepared a good-looking catalogue for distribution throughout Canada. Frames and parts for a majority of his own bicycle lines were turned out in the factory of the Excelsior Cycle Co., Michigan City, Ind.

NEW JERSEY CLUB'S ANNUAL FEST

Newark Enthusiasts, Under Walter Ker's Guidance, Take in Show and Beefsteak Supper

NEWARK, N. J., Jan. 26.—Sixty-five members and their friends participated in the second annual theatre party and cabaret supper of the New Jersey M. C., tonight, taking in a local show after which the bunch journeyed to Johnson's restaurant for the "big feed."

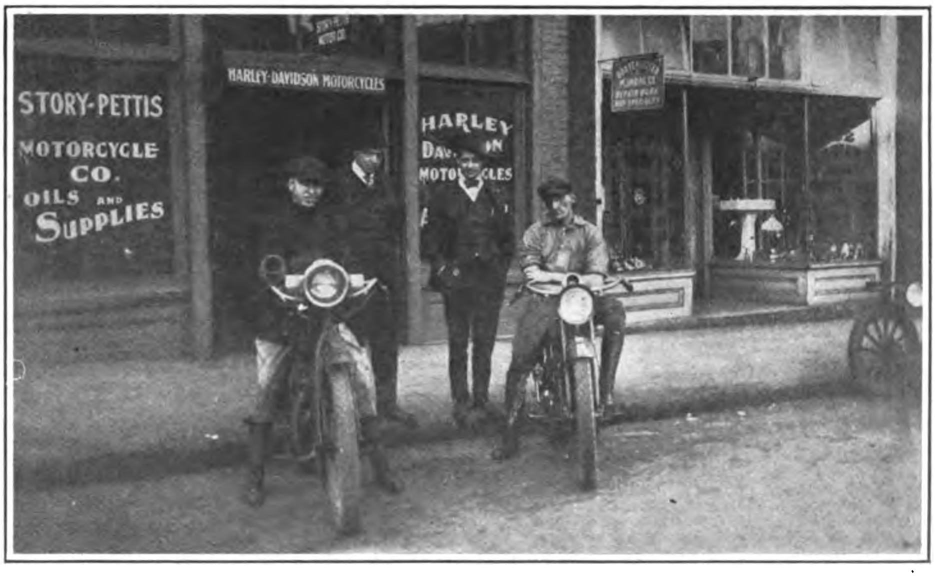
The merry band broke up at an early hour on the 27th as Walt Ker and his troup of "Night Owls" stayed out to see the eclipse of the moon, or was it the sunrise? Anyhow they never got home "till the dawn's early light."

The principal guests were members of the local branch of the Firestone Tire and Rubber Co., A. L. Manley, manager; H. E. Serfass, his assistant, and "Rob" Smith, motorcycle and tire salesman, who were all there and enjoying themselves.

Other trade men present were Wm. R. Spear, Thor; Carl W. Bush and P. W. Stevens, Harley-Davidson; Walter Goerke, Indian; Charles Krebs, Henderson and J. R. Neis of the Splitdorf Elect. Co.

Handsome souvenirs were passed out by the Firestone men.

ATLANTA, GA., INSPECTOR RIDES 1,000 MILES A MONTH



T. C. Smith, at Left, Uses a Harley-Davidson and Goodyear Blue Streaks; the Tire on His Front Wheel Has Gone 4,000 Miles Without a Repair

Fourth Puzzle Was a "Corker"

Many of Contestants Failed to Realize When They Did Have First Answer—Second Question Caught Them Napping—Here's Another Sticker

CAUGHT a lot of fellows with their thinking caps off on that last puzzle. There sure were a lot of perfect scores that went right to smash when the Contest Editor came to check up the results and dope out the final standings.

But at that the problem was perfectly easy; there was no complication about it unless you tried to delve too deeply into theories and thereby involved yourself in a mess of complicated decimals that got you nowhere; that this, speaking of the first part of the proposition. Most of the contestants did just that. They went ahead blindly and did altogether too much work; they did not know when they had the answer right before them.

Reasoning It Out

Let us reason it out together. We are to figure how many rear wheel turns will be made before the points A and B situated respectively at the top of the rear wheel and the motor sprocket are in exactly the same positions again.

Never mind the gearing for a minute. If A is to be back at the same point it is assured from the very start that the rear wheel must make an exact number of complete turns. The answer must therefore be a whole number; no fractions or decimals can be right—that should have given you a good clue.

You fellows all started out to figure the gear ratio—and that's perfectly correct. Let's do it again. The gear ratio of the entire system equals the ratio of the short chain system, that is $\frac{37}{13}$ multiplied by the ratio of the long chain or main drive system, which is $\frac{35}{22}$. The gear ratio, therefore, is $\frac{1295}{286}$.

What Is Gear Ratio?

Right here is the place to stop and reason. A good many of you fellows do not know what the gear ratio really means; you think it must be reduced to the "4 to 1" form before it is the ratio. Nix! That little fraction up there is the exact gear ratio of this particular machine. It simply means that the rear wheel is making 286 complete turns while the motor sprocket is going around 1295 times.

And it cannot be reduced to lower terms; in other words, both numbers are not perfectly divisible by integer so that 286 rear wheel turns are the fewest possible to bring the points A and B back to their original positions. That's simple, isn't it? You fellows who reduced the ratio to a unity basis threw yourselves all out; you could not possibly get the correct answer.

Now for the second question which seemed to stump even more of the contestants than the first. The machine is traveling at a rate of 60 miles an hour. That is one mile a minute. A mile equals 5,280 feet and there are 60 seconds in a minute. Therefore the machine is traveling $\frac{5,280}{60}$ feet a second which figures out at 88 feet a second.

Most of you took for granted that the whole of the machine was traveling forward, with relation to the ground, at that selfsame speed—that's where you went wrong. Consider a motorcycle wheel. The very bottom point is in contact with the ground. At any instance, therefore, provided there is no slippage, the point in contact with the ground is stationary—it is not moving at all with relation to the ground.

That happens because the circumference of the wheel is revolving at a rate equal to the speed of the motorcycle—88 feet per second. Considering the bottom point of the tire, which revolves backward against the movement of the machine, it is carried forward by the machine movement 88 feet per second and backward by the wheel rotation at the same rate. The two movements neutralize each other so that the bottom point is, for a fact, standing still.

Making the Dirt Fly

Consider the top point of the tire, however. That is moving forward at a rate of 88 feet per second due to the machine travel. But due to the rotation of the wheel forward, it also gets another speed of 88 feet per second added to that making the top point travel forward, with relation to the ground, at a speed of 176 feet per

(Continued on page 35)

FULL SCORES IN CONTEST BROUGHT UP TO DATE

"A. D."	4
Anderson, Emil W	1
Anderson, John	1
Archibald, Glenn	3
Armstrong, F. W	2
Baker, Colon	5
Bauchelle, Jr., Wm. M	5
Blackington, Donald D.	6
Bryan, Henry J	7
Campbell, T. E	6
Card, Wm. A., Jr	4
Cattell, McKeen	6
Charlton, Robert L	6
Clare, W. H.	0
Coffield, R. E	3
Coddington, L. H	6
Cooper, Joseph	4
Counsell, M. N	2
Croft, Willard C	4
Darnell, R. C	4
Dean, Allyn W	5
Doherty, "Bill"	3
Eckhout, Bernard V	4
Enson, Mrs. P. H	6
Ernst, F. W	6
Eyster, Geo. H	6
Ferguson, C. L	1
Frechette, Frederick L	6
Gale, M. E	4
Gieselman, E. R	5
Gordon, Harold W	1
Grinna, Alex	6
Grone, Edward	7
Hallgren, Fred	2
Harriman, A. W	5
Harrison, Frank V	1
Hayden, Junior	8
Hedler, Frank P	4
Hetfield, Wesley R	4
Holmes, O. L	6
Holton, E. B	6
Hoyer, Paul	6
Huntington, F.	4
Jaquith, Chas. V	2
Johnson, G. M	8
Latterman, "Tommee"	6
Lavallee, C. T	4
Leggett, T. J.	5
Lemoge, S.	8
"Light Weight"	3
Lindich, J. P	8
"Lone Subscriber"	1
Longley, Ralph E.	3
McLean, W. L	7
McInnis, John	6
Mader, H. J	6
Marschenke, E. E.	1
Martin, Charles	4
Mead, Howard	5
Meagher, J. G	1
Meserve, Leon E.	3
Mudd, W. E.	4
Ohl, Ray F	4
"One of the Boys"	2
Paine, Bunny	8
Pike, J. R	0
Pugsley, J. E	6
Purcell, J. H	0
Raedel, Mrs. J. H	4
Rathbun, Bruce J	6
Reed, Howard	6
Richardson, Ray	2
Ridolf, J. F.	6
"Rosie"	4
Ryan Daniel	2
Salo, O. J	2
Schaeffer, Carl	5
Schwerdlfeger, Elmer A	4
"Scrubby"	2
Serdinides, S.	1
"Slippery Slim"	2
Sobba, Joe	1
Spillane, Ed. O	1
Stocking, Ray	6
Story, William	8
Stump, Geo. A	4
Thompson, M. B	0
Towle, H. E	6
Tracy, Willis E	0
Trumbauer, C. A	7
Voth, P. H.	7
Wansleben, T. O	6
Watson, Ralph E	4
Weber, Louis J.	6
Wehmann, F.	2
Wesner, Harry G	8
Whitton, E. F	5
Wimer, L. F.	0
Wittich, Fred W	4
Wohlers, Elmer	5
Wood, J. Harry	6
Wyatt, H. D	2
Yorke, Wm.	4

Baring Magdynamo Facts

How the Splitdorf Electric Lighting and Ignition System Works, with Hints and Tips as to Proper Care

First of a Series of Articles on Motorcycle Lighting Equipment

BY D. R. HOBART

WITH the ever-increasing popularity of electric lighting for motorcycles, a little light on the whys and wherefores of the working of the systems, as well as a few words on what to do and what not to do will be strictly in order. By way of making a beginning, the Splitdorf Mag-Dynamo will be treated below, it being the standard system on a huge number of motorcycles now on the road. Other systems will be taken up and similarly treated in issues to come.

As a preliminary to this article, it will be well for the rider to remember to let things alone and not to tinker, as long as the electrical system operates satisfactorily. Electrical systems are thoroughly reliable nowadays, but the instructions of the maker should be followed in all cases, as a change in any item of equipment may involve situations for which the manufacturer is not responsible and in which the different units of the system may not work properly.

Single Wire System

The wiring of the Splitdorf electrical system is extremely simple, as will be observed from the diagram on this page. This diagram shows the relative location of the various pieces of apparatus on the machine and can therefore be used as a guide for connecting up any part of the system. Thus, the starting switch, shown connected to S on the Mag-Dynamo, is on the left handlebar; the ammeter is on the top of the frame; the horn switch is on the right handlebar and the battery in the battery box under the saddle.

The fuse box is generally carried on top of the battery compartment, while the ground wire from the battery leading from the negative pole is taken—on the Indian machine, for example—to a screw connection on the frame. As each lamp has grounded bulbs, only a positive wire connection is needed to each. The lamp and horn socket takes care of the horn circuit when the horn switch is operated.

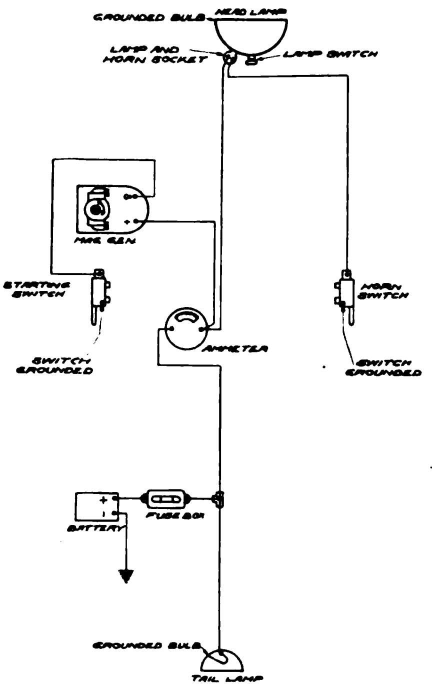
Ammeter Necessary

These connections have the battery "floating on the line," with the ammeter bridged in. The fitting of the ammeter is insisted on by the Splitdorf company, as it gives a sure indication of the discharge or charging of the battery, shows the presence of short and open circuits and acts as a check on the adjustment of the cutout and current control on the Mag-Dynamo. The ammeter has a center zero, discharge being shown to the left and charge to the right of this zero. It is calibrated in half amperes.

The Mag-Dynamo has two armatures, the lower one having primary and secondary winding for the ignition current, while the upper one is for the battery charging current. The lower armature is driven by the gear train from the motor, while the upper armature is geared to the lower one, the ratio being 2.6 to 1. There are no permanent magnets, all magnetizing being by current sent through fields surrounding the upper armature. The machine is shunt-wound and there is a bucking coil for regulating the current.

Automatic Control

A centrifugal governor automatically connects the battery to the dynamo when the voltage of the latter exceeds that of the battery, and also cuts out the battery when running below a certain speed. It also regulates the amount of current supplied to the battery, holding the output at a point which protects the battery from being overcharged. The action in both cases is automatic.



Showing the Wiring Scheme of the Splitdorf Electric Lighting and Ignition System

When the starting switch is operated, it sends battery current through the shunt fields of the dynamo and thus excites the magnets. A hot and effective spark is thus produced at low motor speeds, such as when starting. This switch should be used only when the motor is cold and hard to turn over, as excessive use will exhaust the battery.

Ignition Details

The ignition section of the Mag-Dynamo has a contact-breaker and brushes for the high-tension leads, the same as in the Splitdorf magneto and the spark is hand controlled.

The lighting circuit in this system is protected by a 15-ampere fuse of the cartridge type, held between a pair of spring clips in a junction block. It also serves to connect the battery to the lighting system without cutting or splicing wires and affords a ready means in testing for short and open circuits. The cover of the fuse box is easily removed and replaced without the use of tools.

Failure of Battery

The Splitdorf system is designed to operate with the battery always in circuit. However, if for any reason the battery should fail, three dry cells connected in the circuit in series (carbon pole to the fuse block and zinc pole grounded on frame) will answer until a new battery can be obtained. On the other hand, if no battery can be made, starting can be done if the following directions are followed:

See that the platinum points of the circuit breaker open 0.015 inch. This distance can be obtained from a magneto gauge, which every rider should have at all times. Shut off the lights for starting, also. Set the spark plug points close together, about 0.020 inch to insure easy firing. Don't over-prime the engine. As there is no battery, operation of the starting switch will be unnecessary.

Keep Speed Down

When running without a battery and with the lights on, the machine should not be run at a speed greater than 30 miles per hour, or the motor speeded up, as the lights will burn out due to the increased voltage.

One of the most important points in keeping the battery in condition is to keep the filler caps clean. If battery solution is allowed to remain on the caps there will be a short circuit of the battery and a gradual running down will occur. Use a piece of rubber tube to protect the battery; paper and other substances for packing will get soaked with solution and increase the chances of short-circuiting.

When Fuse Burns Out

The indications of a short circuit are the blowing of the fuse and the showing of discharge on the ammeter. A black spot on the fuse at the center shows the blow or burnout. The fuse should be removed at once and a test lamp put in its place, upon which the rider should remove lamp plugs, horn and generator connections, one at a time, until current ceases to show at the voltmeter and test lamp. Short circuits are caused by defective insulation, which allows the cable to make contact with the frame or other metal part of the machine, or when bared cables touch the horn, generator or lamp. When the short-circuit is located, tire tape sould be bound over the cable to prevent further mischief.

(Continued on page 35)

Questions and Answers

WILL REDUCE THE POWER

I HAVE a 1916 model twin with very high compression and cannot run the motor slow enough for traffic conditions. I would like to know if raising the cylinders one-eighth inch to lessen the compression will affect the power of the motor. I use the machine with sidecar attached.

South Bethlehem, Pa. V. Roseleaf.

Raising the cylinders will reduce the power of the motor in proportion as the compression pressure is reduced. When you lift the cylinders one-eighth inch you will probably cut the pressure down to such an extent that the motor will not pull at all well. See if you cannot set the low speed adjusting screw on your carbureter to give a slower idling speed to the motor before altering the compression by raising the cylinders.

A CASE OF WEAR

THE magneto gears on my motor rattle and I would like to know if it would be better to put in others or what I can do to prevent the rattle.

Henderson, Tex. Hope H. Hale.

See that oil gets into the gear casing from the motor, and if this is found to be the case, test each gear for worn bushings. Do this by endeavoring to wobble the gears in their bearings, removing the gear on each side of the one being tested while doing this. If the gears wobble in the bearings and the teeth are not too thin, replacing the bearings should cure the trouble. Badly worn teeth in a gear should cause its being replaced by a new one; this applies to all gears in the train.

AN "ORPHAN" MAKE

PLEASE give me the address of the maker of the Flanders motorcycle, and where spare parts can be obtained.

Wheaton, Ill. George Sauer.

The Flanders motorcycle is no longer made. It now comes under the head of "orphan" machines. For parts apply to the Motorcycle Parts Manufacturing Co., 2127 Michigan avenue, Chicago, Ill.

REMOVING CARBON

PLEASE give me information about carbon removing, whether the use of patent removers will be injurious to the cylinders, and if the use of torches of extremely high temperature is practical and safe.

Walter J. Peterson.
Salt Lake City, Utah.

Carbon removers, in liquid and powder form, when made by reliable concerns will not affect the cylinders or other surfaces of a motor. The list is too long to be given here. The use of oxy-acetylene and oxy-hydrogen flames for removing carbon should be discouraged as a careless operator may overheat the cylinder in performing the removal. The use of an oxygen flame alone is perfectly satisfactory, as the temperature of the flame is never as high as that of an explosive charge in the cylinder. Scraping is as reliable as any other method, but not so quick as the carbon cleaning process.

ENRICH THE MIXTURE

THE carbureter on my machine leaks out at the hot air connection through the muffler when priming. When I try to start the motor, it backfires, and will run on only one cylinder. Connections between motor and carbureter are tight.

St. Louis, Mo. "Tom."

The symptoms are those of too weak a mixture, so give more opening to the jet via the needle valve. We presume that the valves and ignition are timed properly in saying this. See that the float in the carbureter works properly and that all gasoline passages into and in the carbureter are clear. In the January 18 issue of this magazine is an article on the Schebler carbureter which will be of value to you in this connection.

ALCOHOL AS FUEL

I WOULD like to have you give me information on the following: Can alcohol be successfully used in place of gasoline for motorcycles? 2. Will its use have any ill effect on the engine? 3. Where can a treatise on the manufacture of denatured alcohol be obtained?

Brownsville, Pa. W. D. Pratt.

Denatured alcohol can be used to good effect in existing motorcycle motors. However, the consumption of fuel per horsepower will be greater and a change in the setting of the present carbureters will be needed, as alcohol is a heavier spirit than gasoline. Starting will also be harder.

To get the best results from alcohol as a fuel, the compression pressure of an internal combustion engine should be about 95 pounds cold. The present pressure cold is about 76 pounds to the square inch.

It depends upon what the denaturant is whether the alcohol will have a bad effect or not on the engine. Some denaturants have a corrosive effect, eating the metal and pitting the valve seats and faces. Write the *Scientific American*, Woolworth Building, New York, for list of books on denatured alcohol.

A. B. C. GENERATOR

PLEASE give the address of the maker of the A. B. C. generator and whether it can be fitted to a machine without using a battery.

Fred V. Simpson.
Niagara Falls, N. Y.

The A. B. C. generator is made by the A. B. C. Generator Company, Los Angeles, Cal. It is made for direct lighting as well as battery charging. The direct lighting model is the B-4, of 4 amperes capacity, with range of speed from 12 to 60 m.p.h. It is designed to work with 21 c.p., 6 volt lamp in front and 2 c.p. tail light. The dynamo is series wound and has a centrifugal governor. It is belt driven from the engine.

LAPPING THE CYLINDERS

I WOULD like some information on regrinding the cylinders of my 1914 twin. My idea is to take a perfectly true cylinder and cast it full of lead or babbitt with a shaft through the center. It is my intention to use a grinding compound on this core to bring my old cylinder to the correct size to take an oversize piston.

Also, I desire to know how to keep my crankcase from leaking oil at the joints and if lighter pistons would affect the running of the motor.

Brownsville, Pa. Nelson Porter.

We question whether your scheme will be satisfactory or not. The lead core will be smaller than the cylinder in which it is cast, while your cylinder is now larger than the original size. If you mount this slightly eccentric like a grinding wheel, you will probably get the result desired, but not if mounted central. If you get a smooth bore to the cylinder, it will only be a case of getting the proper size of oversize piston.

Regarding the leaking at the crankcase joints, see that the breather pipe is clear and then use shellac on the joints. If your motor should not be fitted with a breather pipe, write the maker for one. Lighter pistons will give more speed than the ones fitted at present, but to get this extra speed the motor should be rebalanced.

SEE NATHAN

I WOULD like to get some device to keep the feet warm while riding in winter, so please give me the address of someone who makes such a device.

Brooklyn, N. Y. Walter F. Nix.

The Nathan Novelty Manufacturing Company, 84 Reade street, New York, makes a foot muff to be fastened to the footboards of a motorcycle. Communicate with them.

GREYHOUND PARTS

I HAVE a Greyhound motorcycle and need some parts for the same. Please tell me if this machine is still made and where, or if not, at what place I can get repair parts.

Waverly, Kan. V. T. Weiss.

In all probability the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill., will have parts for Greyhound machines. The Greyhound company has been out of the motorcycle field for several seasons. Our advice is to dispose of your machine and get one of standard model, of which there are many good second-hand examples now on the market. By so doing, you would be enabled to get any parts needed by application to the nearest agent. See our advertising columns.

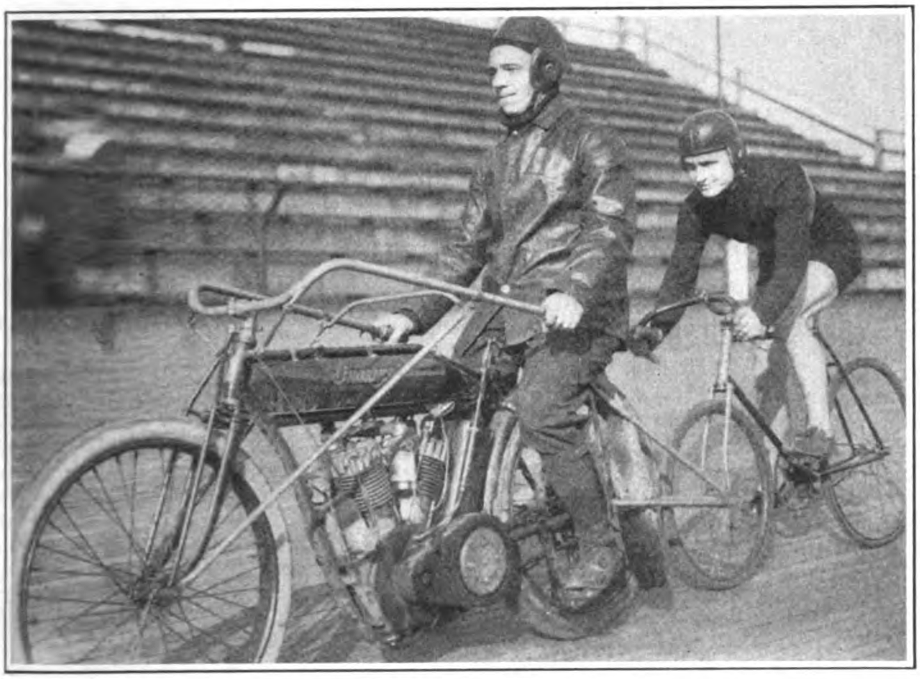
Bicycle Section

Pacing Here and Elsewhere

Our Smaller Motors Show Better Speed Than Larger Pacing Machines of Europe—Element of Danger Reduced by American Promoters

"Safety First" Methods That Are Adopted to Protect the Pace Follower

By JIMMY HUNTER



Typical American Pacing Machine Which Though Less Freakish Achieves Same Results as the Foreign Contraptions

SINCE motorcycles have been used in pacing cyclists in races, both in this country as well as in Europe, great strides have been made in the matter of making the sport as safe as possible. "Safety First" has been the key note in this country more so than in Europe, where it seemed to be the object of every rider and pacemaker alike to sacrifice everything for speed.

In the old days of the paced sport, when human pacing was in vogue, nothing like the frenzy that struck Europe was seen. But shortly after the change from the human to the power-driven pacing machines the innovations into this particular branch of the sport of cycle racing were many and varied.

Human Pacing Is Abandoned

The death knell of human pacing machines, made up of tandems, triplets, quadruplets and larger machines, was sounded when the steam pacing machine was used in a few record attempts of Major Taylor and other riders back in the late '90s. Shortly after the introduction of the steam-propelled tandems, Henry Fournier, the French cyclist and later automobile racer, brought over a gasoline pacing machine from France. The new pacing equipment, with its greater speed and economical upkeep, caused human pacing to be abandoned.

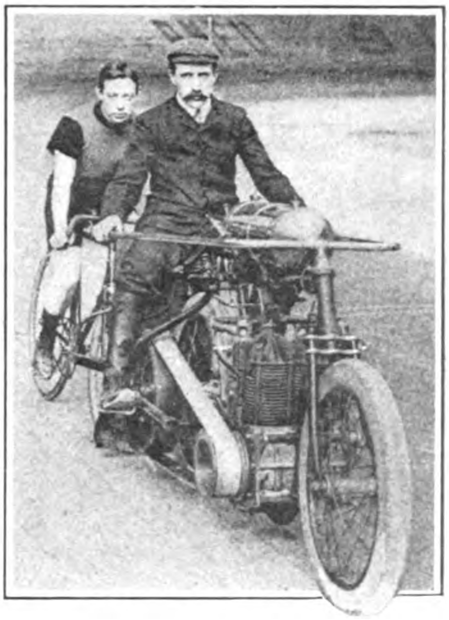
Orient Pacing Tandem Is Used

Shortly after Henry Fournier's importation of the gasoline machine the makers of the Orient bicycle designed a pacing tandem, and this mode of pacing was used in this country until the introduction of the five-horsepower Indian singles along about 1905 and these machines were used on all tracks throughout America. During the past few years seven horsepower machines were provided and that is the type of motor used at the present time, and the pacing is satisfactory to all hands.

Through the use of a standardized pacing machine accidents have been reduced in this country. What a difference there has been in Europe. On the other side of the pond in one year, 1904, there were over a dozen fatalities through the use of the powerful motors in vogue. Motors of the pacing machines of France, Germany, Belgium and Italy were so heavy that it was hard to secure a tire that would last for any length of time, and the majority of the serious accidents were caused by either the tires on the pacing machine or on the rider's mount giving away under the strain from the excessive speed.

Enormous Motors Are Used

On some of the tandem pacing machines used in Europe two motors of 16 horse power have been installed and with the weight of the steersman and operator represented a heavy burden for the tires. It was a hard matter to save either the pacemakers or the rider following from a bad accident and a number of riders were fatally injured when pacing machines would come along. If the pacers were able to dodge the fallen riders all would be fine, but they would at times be following so close that the ponderous machines could not be steered out of the way in time, with the result that they would crash into the mix-up, with perhaps fatal results.



Tommy Hall Riding Behind One of the French Monsters—Note the Twin-Cylinder Tandem Motor and the Wide Belt Drive

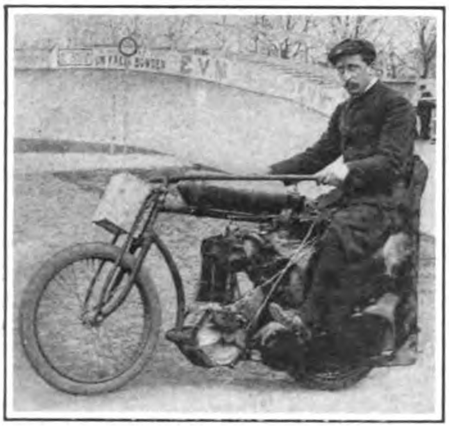
Things got to such a state in Europe where regulations, which were figured to make a safer sport, were drawn up and the pacemakers were made to live up to the rules or suffer the consequences. This, however, did not stop the pacemakers and riders from scheming to gain a fraction of a second or so, and there were many ingenious schemes tried at different tracks.

As a rule the riders in Europe either have their own machines or hire pacemakers that now own their motorcycles. It is not as satisfactory as the American plan, where the tracks own the pacing motors and hire the pacemakers. The pacers are constantly trying to find some breach in the rules that will aid their man. The American method is the better because all the machines are alike and the win depends on the pacemaker and the rider following him.

Stein Paces Standing Up

American paced racing has not been without its scheming. Charley Stein, who paces during the summer season, must be given credit for discovering the "standing up" position. With this method the rider is assured of greater protection, but it is very trying on the pacemaker when he has to go through an hour race or one of 50 to 62½ miles (100 kilometers). Lowering the foot stirrup was another "protection" sometimes used.

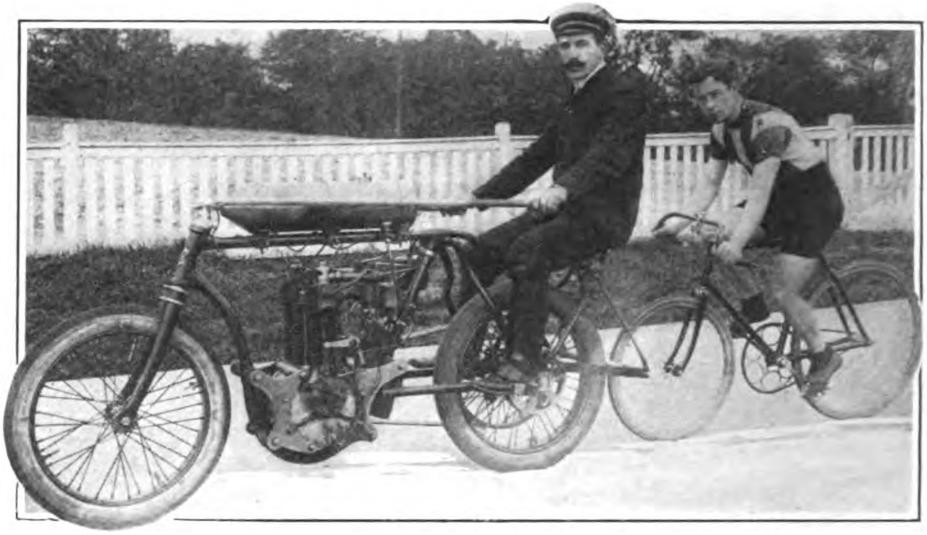
A roller that is an inch back of the rear wheel and about 24 inches wide is one of the compulsory regulations on all tracks in Europe and America. Should a pacing machine slow up or the pacer put the brake on in an emergency the rider following will have a chance to bump into the roller and save himself from a bad fall. As big stars in the pacing game are few and hard to develop the American promoters have adopted the "Safety First" slogan, and make the rider use tires that are safe and force him to have his bicycle so built that the front wheel is not so far back that steering will be difficult or dangerous through striking the cranks when the front wheel is turned.


French Pacing Machine With Windshield Behind the Pilot

Manager Nat Butler of the Revere Beach track, Boston, to further insure his riders from accidents has contracted with Ernie Pye, maker of the Pye-Musselman cord racing tires, to make all his tires for the season. Manager Butler will make all riders competing at his track use these tires, which are slightly heavier than the ordinary racing tire. With all the riders using a tire of the same weight all things should be equal and there should be no complaints.

The matter of clothing worn by the pacemakers is another item that is governed by the N. C. A. regulations. The pacer uses a tight fitting jersey with a pair of overalls and leggings, and it is interesting to note that with a smaller powered pacing motor and less clothes the times made in this country compare favorably with those made in Europe and the dangerous part of the sport has been eliminated. I paced George Wiley to a win in an hour race last year when he did 45½ miles, while Leon Didier, the Frenchman, recently won the hour paced championship in Paris and covered only about 43½ miles. I also paced Clarence Carman, the champion, when he rode over 50 miles in an hour at the Point Breeze track last season, his time for the 50 miles being 59:58.

The world's record for an hour against time is held by Paul Guignard, the Frenchman, who covered 63 miles and 189.8 yards. His trial, however, was made back of a high-powered pacing tandem fitted with a windshield 12 inches wide and 24 inches high at the big Munich, Germany, track, his motors developing 30 horsepower and his bicycle geared to 160.


Another French Pacing Motor Creation—the Bars Are Over a Yard Long

Here in this country the riders use various gears, according to the track on which they are competing, which will vary from 125 to 150, but no wind shields are permitted in this country, and taking everything into comparison the paced races in America show more speed with the small motors and less protection than the European events.

INTER-CLUB BANQUETS TWO OFFICIALS

New York Organization Meets and Dines McIntyre and Tonges—Goodrich Trophy Presented to Unione Sportiva Italiana

NEW YORK, N. Y., Jan. 30.—Last Wednesday night a banquet was tendered to President D. J. McIntyre and Secretary-Treasurer C. J. H. Tonjes, of the InterClub Amateur Cycle Road-Racing League by the delegates of the eight clubs which comprise the league. Giolito's Winter Garden, 103 West 48th street, was the scene of the festivities, and 34 guests were on hand.

After an excellent feed with the proper trimmings had been done away with presentations of gifts and certificates and the awarding of the Goodrich Bicycle Trophy, the Unione Sportiva Italiana, the winners, occupied the better part of the evening. Both McIntyre and Tonges were presented with silver mounted canes, while John L. Staehle, the American amateur champion, who won the Inter-Club championship, was presented with a framed certificate, as was the Century Road Club Association, the winners of the club honors.

Chairman Richard F. Kelsey, of the National Cycling Association, made the presentation speech when the Goodrich trophy was presented to the Italian club. George Bieregel, who is in charge of the cycling interests of the club, accepted the trophy with a neat little speech, and J. H. Groth, of the local B. F. Goodrich Co. branch, responded on behalf of the donors. Other speakers were Champion John L. Staehle, D. M. Adee, of the N. C. A.; George Polacsy, McIntyre and Tonges. The trophy was later filled with sparkling wine and each of the guests sipped the "wealthy water" from the $400 award.

C. R. C. A. VOTE BY MAIL

NEW YORK, N. Y., Jan. 30.—A "mail vote" election was held recently by the members of the Century Road Club Association. The following were the officers chosen for the year: President, Paul Thomas, North Tarrytown, N. Y.; first vice-president, Daniel M. Adee, New York City; second vice-president, John H. Valentine, New York City; recording secretary, Sylvain Segal, New York City; financial secretary, William M. Winzquist, Brooklyn, N. Y.; treasurer, John M. Mitchell, Greenwich, Conn. It was decided to hold the annual banquet at the Broadway Central Hotel on Saturday night, Feb. 24.

GREAT WESTERN FACTORY CHANGES

Indiana Concern Takes Over the Illinois Corporation; Recent Additions to the Staff; New Freight House Increases Shipping Facilities

LA PORTE, Ind., Jan. 15.—The Great Western Mfg. Co., which is incorporated in Indiana with a capital stock of $500,000, all paid in and owned entirely by the Lonns, has taken over the Great Western Mfg. Co., Illinois corporation. The officers of the company are E. J. Lonn, president; C. A. Lonn, first vice-president and treasurer; A. E. Lonn, second vice-president; W. R. Smith, secretary.

Baylor Continues as Supt.

C. A. Baylor, who has been superintendent for the old company from its infancy, will continue in that position with the new concern. A. E. Chadwick, who has had much experience along manufacturing lines, is a recent addition to the staff, as factory expert and consulting engineer. A. E. Johnson, in charge of the new cost department, is also a recent arrival at the Great Western plant.

A new freight house, 250 x 300 feet, was completed at the Great Western plant not long ago. This building will house about 5,000 crated bicycles. The tracks of the New York Central railroad run on the north side of the freight house, and the tracks of the Pere Marquette railroad are on the south side. Ten cars can be loaded at one time.

The shipping department has been moved to the old office building, which connects with the new freight house. The power throughout the whole plant has been made electrical, current being supplied to each department by separate motors. Two mammoth sand blast machines have been installed, and many other improvements have been made to increase factory efficiency.

Big 1917 Output Scheduled

The Great Western company started with one small brick building and a smaller frame structure, and the first year's output was about 3,000 bicycles. For 1917 plans have been laid to manufacture no less than 100,000 bicycles. The only drawback to this plan is the difficulty of obtaining suitable materials quickly and in quantities. "If we can get all the raw material we need, the 100,000 figure will be reached," said President Lonn a few days ago, "for we have arranged our factory to handle such a production in 1917 and we have experienced no difficulty in obtaining the orders."

INDOOR RACES AT ELIZABETH, N. J.

ELIZABETH, N. J., Jan. 30.—On Saturday night, Feb. 17, the members of the Singer Employes Association of the Singer Co. will hold an athletic and bicycle meet at the local armory. Local cyclists as well as Newark and New York riders will be among the starters.

LEON DIDIER SCORES AGAIN

PARIS, Fr., Jan. 15.—Leon Didier, the French paced rider, who won the winter championship title on Christmas Day, accounted for the 50-kilometer paced race at the Velodrome d'Hiver, Sunday, January 7. Didier beat Henry Contenet by 200 yards, Paul Suter by 300 yards and Henry Fossier by almost three miles. George Seres, who raced in America last season, was to have been a starter, but was refused his license by the Unione Velocipedique de France.

JEAN GOUGOLTZ DIES IN PARIS

PARIS, Jan. 10.—Jean Gougoltz, the old French cycling champion, died yesterday from inflammation of the lungs. Gougoltz was born in Switzerland, March 28, 1875. He won the French sprint championship in 1895 and the Swiss championship in 1902 and again in 1903. He established the flying start mark for the kilometer of 1:15 3-5 in 1895, and in 1902 rode 200 kilometers (124.1 miles) in 2 hours, 30 minutes and 4 seconds back of pace, the mark standing a record. He also competed in American six-day races in New York, Philadelphia and Boston from 1900 to 1903.

HARLEM WHEELMEN HOLD DINNER

NEW YORK, N. Y., Jan. 30.—One hundred and ten members and guests turned out for the annual reunion dinner of the Harlem Wheelmen, which was held in the "Hay Loft" of the West End Restaurant, 226 West 125th street, Saturday night, Jan. 27. An excellent dinner and cabaret was arranged for by the committee in charge. Many novel features had been prepared for the benefit of the guests. The menu card was a work of art, while the vaudeville program had more than the usual portion of pep to it.

BOBBY WALTHOUR'S PARIS DEBUT

PARIS, Jan. 15.—Bobby Walthour, the American pace follower, made his first appearance at the Velodrome d'Hiver yesterday. Walthour was opposed to Henry Contenet, the old French champion, in a paced match, which was run over in three heats at 15, 25 and 20 kilometers. Walthour won the first and third heats and established new track records for the respective distances. The times were 12:16⅕, 20:53 and 16:18⅕, respectively.

CLARK DODGES CHICAGO "GRIND"

NEWARK, N. J., Jan. 30.—Jackie Clark, who had been teamed with Eddie Madden for the Chicago six-day race, suddenly changed his mind and decided that he wanted no part of the Windy City "grind." Efforts are being made to have Madden pair with Peter Drobach, who was originally slated to ride with Charley Piercey, the Australian. Who Piercey will ride with if the change is made is problematical.

DUPUY SAILS FOR GAY PAREE

NEW YORK, N. Y., Jan. 29.—Marcel Dupuy, the French cyclist, who won the last six-day race at Madison Square Garden with Oscar Egg, the Swiss, sailed for Paris yesterday on the French line steamer La Touraine. Dupuy, who has been suspended for life by the French governing body for failure to do military duty, stated before sailing that he had an honorable discharge from the army on account of disability and he looked for little trouble to receive reinstatement and his racing license.

SMITH WITH APPEAL

California Jobbers to Handle Milwaukee Product in Arizona and Golden State

MILWAUKEE, Wis., Jan. 29.—Arrangements have just been concluded by J. A. Benson with the Appeal Manufacturing & Jobbing Co., Los Angeles and San Francisco, to distribute the Smith Motor Wheel and Smith Flyer throughout the entire State of California as well as Arizona this season.

Last season the Appeal company handled the southern part of the Golden State and made a record in this splendid territory. Some fine results can be anticipated as one of their salesmen who is also a service man will devote his entire time to covering the State with the Smith Motor Wheel, riding a wheel most of the way, and taking with him a cutaway model for demonstration and to illustrate to the dealer the fine points of the 1917 model Smith Motor Wheel.

The Appeal company will carry a stock of motor wheels, flyers and spare parts at both Los Angeles and San Francisco, so that dealers may be assured of prompt service. Two large motor wheel orders are going forward at once in carload shipments with Harley-Davidson motorcycles, with more to follow immediately.

SKATE SHARPENER A LA SMITH

MILWAUKEE, Wis.—Here's a hunch for winter profits. Do like one enterprising Western New York dealer did. He rigged up a Smith Motor Wheel sled, which anyone can do, also a device for lifting up the motor wheel, and mounted an emery wheel on the front of his sled. The rest was easy. He'd shoot down to the lake each day, hoist up his motor wheel, attach it with a belt to the emery wheel, and sharpen skates for the merry skaters "while they waited." The cheerful putt-putt of his motor wheel and b-z-z b-z-z of his emery wheel were turning out money for him.

B. V. W. TO DANCE AND RACE

NEWARK, N. J., Jan. 30.—The Bay View Wheelmen will hold a cabaret show and dance at its club rooms on Friday night, Feb. 2, the proceeds going toward the purchase of hall and athletic fixtures. The feature of the vaudeville bill will be home trainer races between the prominent amateur and professional cyclists from the Newark Velodrome.

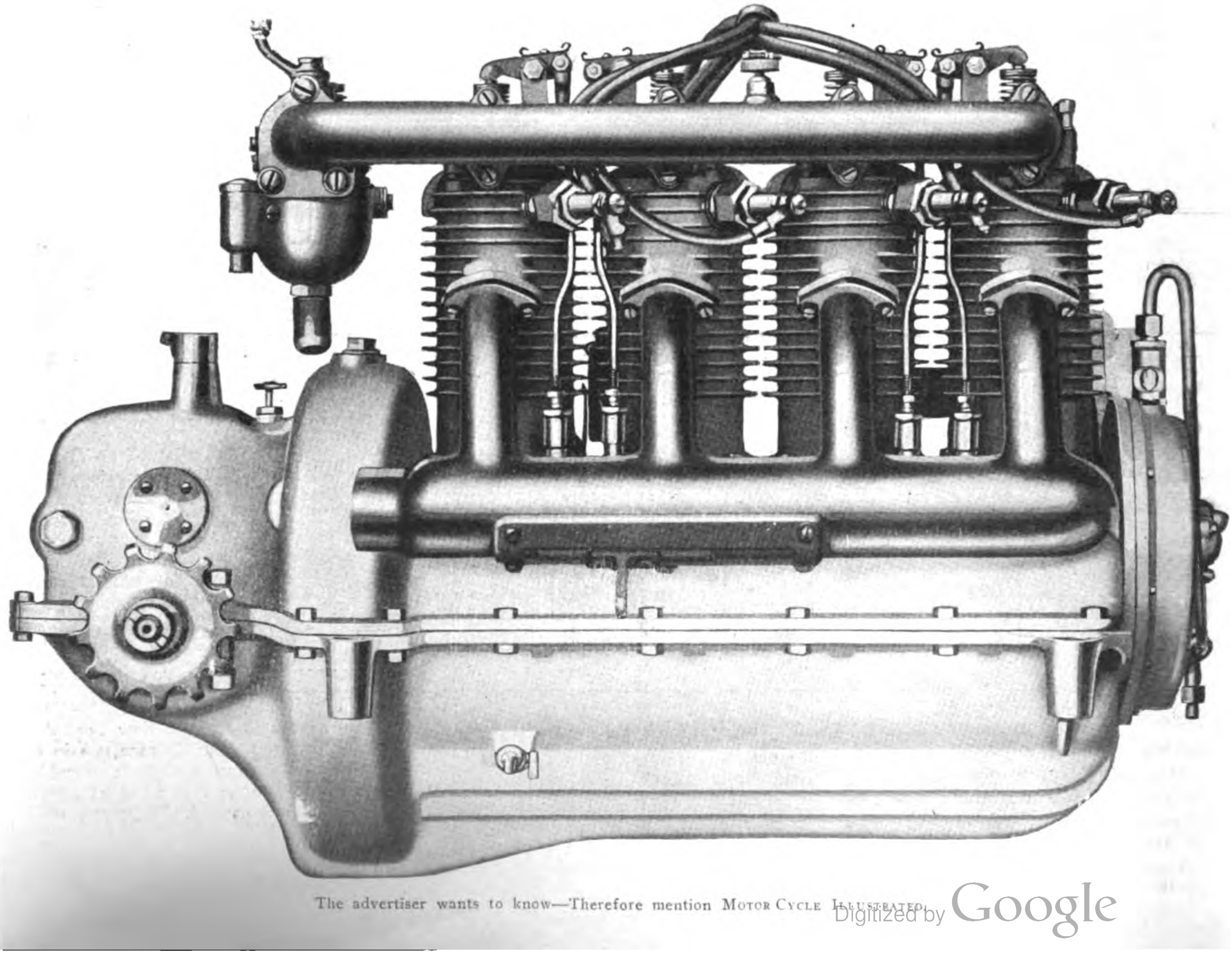
WAGNER WINS INDOOR RACE

NEW YORK, N. Y., Jan. 27.—George Wagner, a member of the New York A. C won the two-mile bicycle race run in connection with the games of the Young Men's Democratic League last night at the 71st Regiment Armory. J. Phfisterer, of the Empire City Wheelmen, Brooklyn, finished second, and Allie Krushel, of Buffalo, ran third. The time was 5:32.

Gasoline Economy

EVEN under the adverse conditions of mid-winter, the four-cylinder Henderson is remarkable for economy of fuel consumption. Its light weight and great motor efficiency produce unusually high mileage per gallon.

Henderson Motorcycle Co., - Detroit



BARING MAGDYNAMO FACTS

(Continued from page 29)

The sticking of the horn diaphragm may also cause the fuse to blow, but this is of rare occurrence.

If the short-circuit cannot be located, the rider should see that cables are disconnected from the generator, take the fuse out of the clips and proceed as without a battery (given above). A call on the nearest factory representative should be made as soon as possible.

The Test Lamp

The test lamp referred to is a small lamp of 4 candlepower, 2 volts, with ½-ampere capacity, mounted on a fuse cartridge. This lamp can be made by the rider, using a blown fuse for the foundation, or can be had from the Splitdorf people. It may not be needed at all, but when it is, the rider should have it ready to fit in place.

Right here I want to impress upon the user of the Mag-Dynamo the following points: Don't use lamps of a higher candlepower than recommended by the manufacturer, as they will run down the battery. If you have them fitted, get a Splitdorf man to adjust the regulator for the lamps.

Don't try adjusting the cutout and current control inside the regulator box. These were set at the factory and permit the battery to discharge at about 1 to 2 amperes, which gives easy starting without recourse to the starting switch. Let the factory or branch man do the adjusting.

A broken wire in any part of the system or the separation of a lamp connection, battery or horn connection or generator terminal gives an open circuit. With the motor idle the voltmeter will stay at zero when all connections are made. Trial of each connection should be made by hand and when located the trouble should be repaired and taped to prevent possible short-circuit.

If the lights dim perceptibly when the horn is blown, a partial discharge of the battery is indicated. This may be due to the rider not having used his machine during the day preceding long enough to bring the battery up to full charge, or it may be caused by using bulbs of higher candlepower than recommended. It is also the indication of a defective battery.

The use of lamps of higher candlepower also may give rise to missing in the ignition circuit. So much current is drawn to keep the battery in charge that the current in the ignition section is weakened temporarily. This calls for adjustment of the regulator.

Correct timing on motors using the Mag-Dynamo is as follows, the contact-breaker box being in the advanced position. Measurements are from top dead center on compression stroke:

Indian piston, 5-16 inch; Excelsior, 13-32; Dayton, ⅜; Thor, 5-16; Pope, ½-inch; Harley-Davidson piston, 7-32 to 9-32 inch.

BLUE RIBBON CLUB MOVES

BROOKLYN, N. Y.—The membership of the Blue Ribbon M. C. has increased so rapidly of late that at the last meeting, on January 23, it was decided that new and larger quarters were necessary. A committee was appointed, which reported favorably on a club room at Hamilton avenue and Bush street, and the club will move in on or about February 10. The annual meeting and election of officers will be held at the first meeting after the change of quarters.

GUARDSMEN HELP THE BUSINESS

COLUMBUS, O.—Take it from the motorcycle dealers in this territory, the return of the National Guardsmen from the Mexican border is the biggest thing that possibly could happen to boom motorcycling at this time of the year. Prospects are exceedingly good, and dealers are confident of a big trade for the coming season.

YOUR SIDECAR PAL

(Continued from page 10)

The fact that we have both been able to enjoy motorcycling has made a world of difference in our connubial felicity. Club tours have increased interest for me and the presence of ladies on those trips has marked a wonderful change in the atmosphere of the gang. There is no more rough stuff. What's more, I really believe the fellows like to have the women along.

During the past summer I have done practically no touring for the reason that we are both anxiously waiting for a certain little five months' old baby boy to get big enough to allow mother and daddy to go touring again. When we do there will be another passenger in our sidecar outfit.

And we are better pals than ever, only there are three of us now.

FOURTH PUZZLE PROVED A "CORKER"

(Continued from page 28)

second. And that is the speed that a piece of dirt would have if it were thrown off just at this place and at that machine speed. That's simple, too, when you come to analyze it. Nicht Wahr?

Now here's another little one on the same order which is suggested by Bunny Paine of McKeesport, Pa. A motorcycle is geared as follows: Engine sprocket 16 drives to countershaft sprocket 32, countershaft sprocket 20 drives to rear wheel sprocket 40, the figures representing the number of teeth, of course. The machine travels at 60 miles an hour without wheel slippage or skidding.

1. Name three points on the machine that are standing still with relation to the ground.
2. Name one point that is actually traveling backward with relation to the ground.
3. What is its speed?
4. What point on the machine travels fastest with relation to ground and what is its speed?

Just a tip! Think hard—this is the hardest nut yet; and don't forget to apply what you learned in this last puzzle.

KANSAS CLUB ALIVE

Staging Weekly Sunday Runs and Furthering Good Roads Movement

KANSAS CITY, Mo., Jan. 24.—The Kansas City M. C. has been holding Sunday runs through various sections of Jackson County. The club is a wide-awake organization ready to take advantage of every little bit of influence that it might be able to lend that will tend to better the facilities for its beloved sport—riding. The club therefore is boosting all steps that are taken in this section for the building and construction of good roads, particularly when these roads are to be placed through Jackson County and the adjoining counties.

CHAMPIONS IN FULL "DRESS UP"

Champion
CHAMPION

Showing the Attractive Exhibit of the Famous Toledo-Made Plugs at the Hotel Astor During the New York Automobile Show Week

LOS ANGELES NOTES

How California Dealers Are Getting After New Business.

LOS ANGELES, Cal.—The first shipment of Harley-Davidson bicycles to reach the coast was received at the store of the Appeal Mfg. & Jobbing Co. on January 20. The Appeal folk will handle the distribution of the new Harley-Davidson pedal cycles throughout the Southern California territory.

The receipt of the bicycles will mark the entry of the following dealers into the bicycle business—formerly they handled motorcycles only: F. S. Hopping, Pasadena; Bruschi & Pierce, San Diego; Ben Bresee, Fresno.

Allen T. Bedell has bought out R. E. Owen & Co., Redlands Harley-Davidson agency and will continue with the Milwaukee-made machine.

Buck & Buck, of Santa Ana, who handle the Harley-Davidson, have sold three to date and made deliveries and have received deposits on several more. The Santa Ana dealers have gotten together and come to a cash basis agreement for accessories and repair work. The association will promote another hill climb on the famous Capistrano hill at the end of March or early in April.

REOPENS SALESROOM

DENVER, Colo., Jan. 27.—The Mead Autocycle Company, of this city, opened its salesroom the first of this week after having it closed for about a week for redecoration. The center of the floor of the salesroom has been painted a drab color, while a border around it is a dark green color. The Mead people just recently received a shipment of 1917 model Excelsiors.

INDIANS GO FAST

SAN FRANCISCO, Jan. 16.—The carload of 1917 Indians which recently arrived at the Pacific Motor Supply Company is thinning rapidly, and agents in this section are sending in substantial orders, some of which will have to go on the next carload. Last week, a number of Rogers sidecars were sent to F. E. Gerick, at Vallejo, and a shipment of new Indians was sent to E. O. Hall & Sons in Honolulu.

BEALE GIVES UP GHOST

FORT WORTH, Texas.—Voluntary petition in bankrutpcy has been filed in the United States Court at Fort Worth by John Howard Beale, trading as the Beale Tire and Supply Co. of Fort Worth. Schedules show liabilities of $2,573, assets of $1,819 and exemptions of $700.

STERNS IN LONG ISLAND CITY

LONG ISLAND CITY, N. Y.—Stern Brothers, Indian dealers at 1519 Second avenue, New York, have taken the store at Bridge Plaza and Radde street, formerly occupied by the D. & D. Motor Supply Company. The Sterns will use the place as Indian headquarters for ths city and have the selling rights for that make in this section.

JOPLIN DEALERS ORGANIZE

Work to Better Cycle Trade, Eliminat Price Cutting and "Dead Beat"

JOPLIN, Mo., Jan. 31.—The cycle dealers of Joplin have organized under the name Associated Cycle Dealers of Joplin The object of the association is to boost the cycle business generally and co-operate locally. Meetings are being held every Wednesday evening to discuss local and other conditions and much good has already been accomplished. Such subjects as installments sales and credits have been taken care of and settled to the satisfaction of all. At each meeting some subject is decided on to be discussed at the next meeting. Every dealer and repairman in the city is a member. A clearing house has been established and it is hoped in this way to do away with chronic dead beats. The officers of the association are: J. M. McBride, president; Geo. C. Kost, vice-president; and A. H. Barnett, secretary and treasurer.

ANOTHER FOR WICHITA POLICE

WICHITA, Kans.—Mayor Bently has authorized the purchase of another motorcycle for the use of the speed squad. The city now has three motorcycles, which are not only used to counteract speeding, but also for patrol duty.

ANOTHER MACHINE FOR POLICE

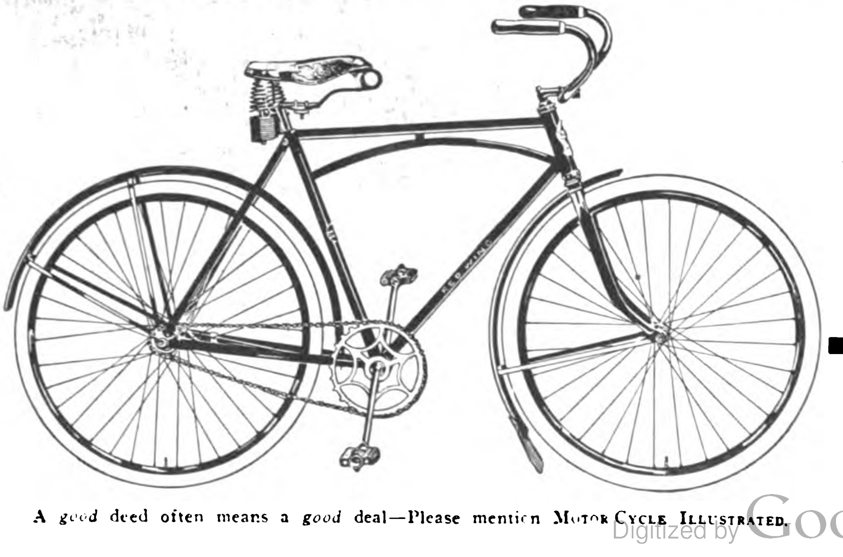
COLUMBUS, O.—The Sykes Motor Co., 37 East Long street, Central Ohio Indian distributors, has just delivered a 1917 model to the police department.

RED WING

Puts Feathers in Your Cap —and Profits in Your Pocket

The sale of a RED WING BICYCLE means a feather in your cap. It means that you have sold a bicycle that will "make good" by its superior service the claims you advanced for it. It means that you have not merely sold *a bicycle* but that you have sold the *best bicycle* at the *fairest price*—you have really sold your way into the future buying power of your customer.

J. W. Grady & Co. Worcester, Mass.



I am the Girl

"Don't you ride a bicycle?

"Well, you *have* a treat in store for you!

"Of course brother Tom rides—and how I used to envy the fun he'd have! But I just *made* Dad get me one.

"Fashion has long dictated bicycles for Palm Beach but we girls decided that it should be the thing in our town, too. And do you know, riding is just the best thing for bringing color to your cheeks!

"Surely, I have a New Departure Coaster Brake. I don't know anything about its 'inners' but Dad says I've *got* to have the best—he won't trust me to any brake he doesn't *know* is safe.

"And, anyway, I'm not going to have Tom laughing at me for having a less up-to-date brake than everybody else!"

NEW DEPARTURE
COASTER
BRAKE

The Brake that Brought the Bike Back.

Here's another prospect in your town that New Departure Dealer Helps will help you to sell. There's a powerful combination of experience and selling sense boiled down in these Dealer Helps. They *work for you* because they are based on actual knowledge of your selling problems.

Let us help you

The New Departure Mfg. Co.
Bristol, Conn.

TAKE EXTENSIVE CYCLEMOTOR TERRITORY

Johnson & Meyer Co., of Memphis, Tenn., Arrange to Distribute the Bicycle Power Attachment in Twelve States

MEMPHIS, Tenn.—Johnson & Meyer Co., 119-129 Gayoso avenue, have concluded arrangements for distributing the Cyclemotor throughout Tennessee, western Kentucky, Georgia, Alabama, Florida, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, New Mexico and Arizona.

The deal has been consummated as a result of a visit of J. H. Meyer, of the Memphis firm, to the Chicago show. Lloyd Bell, the star salesman of the Johnson & Meyer firm, has spent a couple of weeks at the Cyclemotor factory in Rochester training to undertake the work of pushing this line for his firm. Other salesmen in the employ of the new distributor are to go to Rochester one by one to take up the same course, all of which is evidence of the enthusiasm which the Johnson & Meyer concern is putting into the new line. To date the following dealers in the southern territory have been signed up: Leonard Grady, Albany, Ala.; J. D. Weatherford, Phoenix, Ariz.; Lamar Cash Store, Cabin Creek, Ark.; Dick Mynatt, Crawfordsville, Ark.; Miami Cycle Co., Miami, Fla.; Florida Bicycle and Phonograph Co., St. Augustine, Fla.; Bicycle Garage, Tampa, Fla.; H. E. Fourcher, Augusta, Ga.; Frankel Motorcycle Garage, Shreveport, La.; Gus Betat & Son, New Orleans, La.; C. M. Motor, Jackson, Miss.; Brewster's Cycle Shop, Bartlesville, Okla.; Corsicana Repair Shop, Corsicana, Tex.; C. L. & Theo. Bering, Jr., Inc., Houston, Tex.; Geo. B. Ford, Dallas, Tex.; R. H. Hofheinz, San Antonio, Tex.; W. G. Jensack, Twin Sisters, Tex.; J. S. Roler, Nashville.

ORDERS A CARLOAD

DENVER, Colo.—H. J. Krackowizer, distributing the Cleveland lightweight, has ordered a carload of the little two-stroke mounts for immediate shipment. Krackowizer holds the rights for this machine throughout the State of Colorado.

WITH STEWART-WARNER

LOUISVILLE, Ky.—Harry A. Phillips, formerly connected with the Century Cycle Company, Indian distributors, and later head of the Southern Motorcycle Company, has gone to Salt Lake City, where he will be connected with the office of the Stewart-Warner Company, with which concern he has been connected at Louisville for some time.

ARLINGTON RECEIVES SHIPMENT

MONTREAL, Que.—The Arlington Bicycle Co., agent for the Indian, has just received a shipment of 50 of the new Powerplus models. Although the snow lies four feet deep in and around the city, the company is booking orders for the new machines every day.

SMITH IN SAN DIEGO

MILWAUKEE, Wis.—J. A. Benson, Smith Motor Wheel sales manager, sends in a glowing report from San Diego, where he has recently called on the Anakin Bicycle Supply Co. This firm has closed with the San Diego Gas & Light Co. to supply their service department with Smith Motor Wheels.

SMITH MOTOR WHEELS IN TEXAS

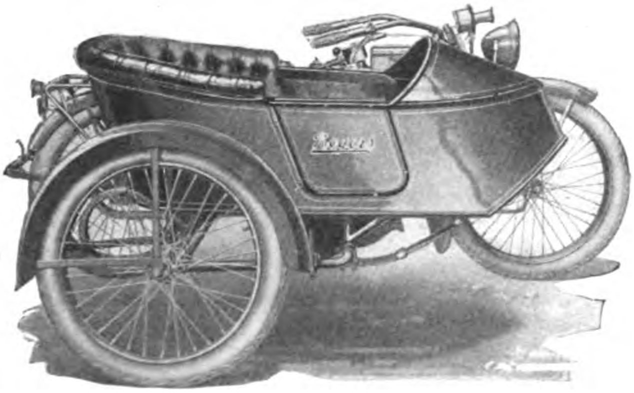
MILWAUKEE, Wis.—Smith special representative, Guy G. Eidman, is sending in glowing reports from Texas. Business there is booming, everyone is prosperous, and the cycle dealer is going after customers as never before. Now is the southern dealer's best season, and while his northern friend is snowed under, he's making hay while the warm Texas sun shines.

BIG ORDERS FOR SWENSON

PROVIDENCE, R. I., Jan. 2.—B. A. Swenson last week placed an order for 100 Royal Flyer bicycles for immediate delivery. Swenson says he delights in giving out big orders, as is evidenced by the recent receipt of 1,883 pounds of motorcycle chains, 600 pounds of saddles and a gross of riders' suits.

LITTLE INDIAN ON VIEW

PROVIDENCE, R. I., Jan. 22.—The Indian opposed cylinder lightweight has arrived. B. A. Swenson, the Indian motorcycle man, has it displayed in one of the windows of his store on Broad street. From inquiries made regarding it, Swenson says the little Indian "Papoose" is going to make a big hit in Providence this year.



Price $80.00 F. O. B. Factory

Rogers SIDECAR
Model M-H-D.

"Tailor Made" to Fit the 1917 Harley-Davidson Motorcycle

The new ROGERS Model M is a self-adjusting, perfectly fitted sidecar specially designed for use on one make and model of motorcycle only, thereby assuring a perfection of fit and alinement unattainable in any sidecar of universal adaptability.

When you change the make of your motorcycle, you simply trade in your Model M frame for a new one to fit your new machine.

Our new circular gives all the details. Write for it today stating make of the motorcycle you sell or use and we will mail you our new colored circular describing a Model M for your particular machine.

ROGERS MANUFACTURING CO. 337 West Madison St. Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York

Here's the story of the "Exide" Battery

The "Exide" Motorcycle Battery is made by the oldest and largest battery maker in the country.

The "Exide" Battery is the original electric vehicle battery, the first commercially successful automobile starting and lighting battery, the battery used in a majority of the submarines of the U. S. Navy.

The special construction of the "Exide" Battery gives it great capacity, makes it easy to care for, dependable and long lived. These are some of the reasons why it has been chosen for use with the 1917 models of Harley-Davidson, Henderson and Reading Standard.

THE ELECTRIC STORAGE BATTERY CO.
PHILADELPHIA, PA.
1888-1917

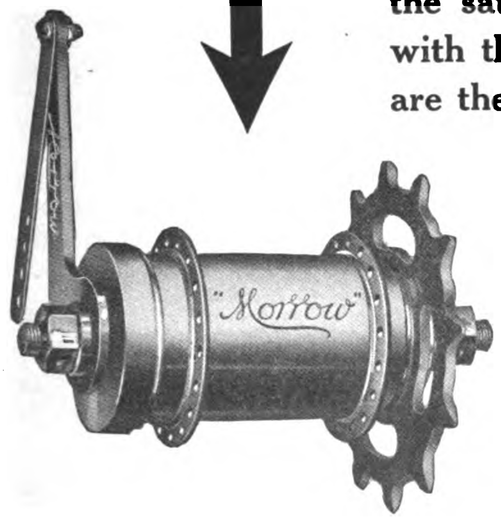
New York, St. Louis, Boston, Cleveland, Chicago, Atlanta, Rochester, Detroit, Washington, Pittsburgh, Denver, Kansas City, San Francisco, Minneapolis, Toronto

Built, Not Made

MORROW BICYCLE COASTER BRAKES are built, not made. Like all ECLIPSE products, they are built of highest grade materials, by skilled mechanics who have worked on coaster brakes since the MORROW, the first practical coaster brake invented, was introduced nearly eighteen years ago.

MORROW BICYCLE COASTER BRAKES are built with a thought for durability, and this thought is carried out in all its features—materials, construction, workmanship.

MORROW BICYCLE COASTER BRAKES are built in the best equipped factory of its kind in the country. The guarantee of the manufacturers has been behind them for fifteen years; the satisfaction of millions of users has been with them for the same period of time. Both are there still.



The Morrow Bicycle Coaster Brake

Built by the

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

AS WHEELING FINDS THINGS

Show Planned for March—Club Will Stage Pittsburgh Run

WHEELING, W. Va., Jan. 30.—The Ohio Valley Automobile Association is planning for its annual show to be held some time in March in the Market Auditorium. A large part of the show will be devoted to motorcycle and accessories.

Arrangements are being made by the racing committee of the Wheeling M. C. for a run to be made in the next few weeks to Pittsburgh, Pa., sixty miles from here. The committee is composed of J. Landon Bier, A. J. Pastors, Wesley House, A. C. Davis, Charles Meader and James Wasmuth.

The Ladies Aid Society of the club is very active and is holding frequent entertainments. The society is being entertained once a week at the homes of its members, recent hostesses being Miss Mary Watkins and Miss Pauline Schell. Saturday, January 27, the society enjoyed a box party at the Court theatre.

TAKES ON THOR

NEW YORK, Jan. 28.—The Metropolitan Motorcycle Company, of which Al. Cocchi is manager, has taken the agency for the Thor in this city. The headquarters are at 542 West 127th street. The contract was closed by Ben Ruderman, Thor distributor, of Brooklyn.

THOMAS CRANSTON PASSES ON

CHICAGO, Ill., Jan. 19.—Thomas H. Cranston, who for many years was factory distributor in this city for various bicycle accessories, died on Monday last at his home, 5009 Sheridan Road. Mr. Cranston was born in London, Ont., and came to Chicago in his early twenties. Among some of the better known of his many accessories handled were the Veeder cyclometer, Three-In-One oil, Hill bells and standard brands of toe clips, etc.

USED MACHINE SALE

DENVER, Colo., Jan. 27.—The Western Supplies Company, 1448-52 Larimer street, this city, is conducting a sale of used motorcycles at this time in order to clear their salesroom floor and make room for incoming Reading Standards and Thor machines. The concern has something like one hundred used motorcycles to be disposed of at once.

NEW HENDERSONS IN

PROVIDENCE, R. I., Jan. 22.—W. F. Halliday, manager of the General Motorcycle Sales Company, announced to-day the arrival of his first allotment of Hendersons. Customers have been more or less impatient and the first delivery here this week promises to cause some little excitement.

TAKE ON READING STANDARD

YOUNGSTOWN, O.—The Interstate Reading Standard Sales Company, consolidated with H. W. Brunner, has taken the agency for the Reading Standard for eastern Ohio and western Pennsylvania. The headquarters will be at 507 Market street. It is proposed to open a large branch in Pittsburgh in a short time.

TAKES HENDERSON

Mead Firm Adds Four Cylinder Mount for Denver and Vicinity

DENVER, Colo., Jan. 27.—The Mead Autocycle Company, 1338 Broadway, this city, has taken the agency for the Henderson motorcycle. For some little time the Mead people have been Western distributors for the Excelsior and it is their intention of continuing to handle this machine along with the Henderson.

The Henderson was formerly sold in this city by the Rocky Mountain Motor Company. The concern also handled the Cleveland, which was recently taken by the firm of Boyd & Williams.

BALLOU & WRIGHT BONUSES

PORTLAND, Ore.—Ballou & Wright, Indian distributors, have joined the "profit sharers." The firm just handed a bonus to each of 75 of its employees amounting from $25 to $125 in individual cases. The bonus is a result of an exceptionally fine year, and from present outlook a bigger one can be expected at the end of the 1917 season.

NEW FIRM IN WHEELING

WHEELING, W. Va., Jan. 29.—Robert Campbell, Walter Bowman and James Wasmuth have formed a partnership and will engage in the motorcycle and automobile accessories business. They will begin business March 1. They have the agency here for the Thor, Excelsior and Henderson motorcycles.

"SPLITDORF SPARK PLUGS are the best made in the United States"
IRA CAREY, Dinuba, Cal.
HARLEY-DAVIDSON

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS
The Plug with the Green Jacket

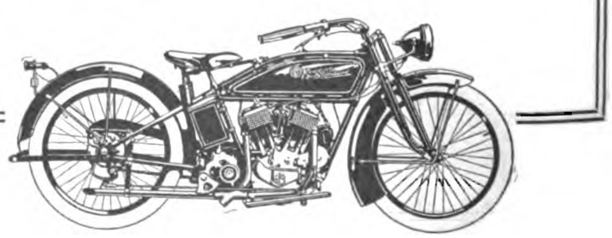
R-S Motorcycles

Motorcycles in the main are alike in general outline—but quality, "the part you can't see," is the one big item that makes or mars a machine.

Reading Standard Quality shows up in every day work—because R-S owners ride through weeks, months and even years on machines that show practically no evidence of wear.

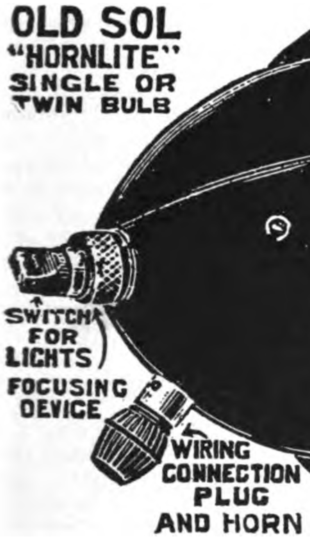
And this quality starts with material bought for quality regardless of cost, construction methods "above par" and enough inspection and test to eliminate every defect.

READING STANDARD COMPANY
501 Water St. Reading, Pa.



Indian HENDERSON Dayton

These three "big-timers" will use the most advanced, the best looking, and the most effective warning and lighting system on the market—



Old Sol "Hornlite"

They do this because they have found that the HORNLITE gives the utmost in lighting power, with its two-bulb headlight, its specially built, highly silvered reflector, its focusing device, its 21 candlepower special Nitrogen Bulb, and, finally, its deep, far-reaching, harsh-toned horn, concealed in the lamp, the body of which forms the "bell" or sound-box for the warning signal. Consider the compact, efficient trim appearance of this combination outfit—then write us for prices.

Remember—three of the world's greatest motorcycle manufacturers are using HORNLITE *exclusively* in 1917.

Hawthorne Manufacturing Co.
BRIDGEPORT CONN.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes

MOUNDSVILLE ACTIVITIES

Call for Sidecars Increasing—Club Plans Zanesville Trip

MOUNDSVILLE, W. Va., Jan. 30.—Stutz & Harris have had shelves installed in their store and they will carry a complete line of motorcycle and automobile accessories.

The number of side-cars in use here is increasing, half the machines having these attachments, and dealers say that practically all inquiries for machines are for the side-car attachments.

Members of the Moundsville M. C. are making plans for a run to Zanesville, Ohio, March 18. The run will be made in a day.

LIGHT TWIN AT MINER'S

ROCHESTER, N. Y.—The first of the Light Twin Indian models to arrive in this city is now on display at George C. Miner's store. The place is packed most of the time and Miner's men are kept busy demonstrating the opposed four-stroke motor.

MOUNDSVILLE RUN DATE SET

MOUNDSVILLE, W. Va., Jan. 23.—The Moundsville M. C. will hold the first run of the season on March 18, to Zanesville, O., and return. For this run, the club will be divided in two teams. The team making the highest total score will be treated to dinner at the expense of the losers.

OPENS IN CHICKASHA

CHICKASHA, Okla.—Babe Yates of El Reno has opened a bicycle repair shop at 120 South Third street. In addition to doing a general repair business, agencies for several lines of bicycles and tires will be taken.

TO HAVE RETAIL STORE

LOUISVILLE, Ky.—Harbison & Gathright of 707 West Main street announce that after March 1, they will open a retail service station at 725 South Third street. Oils, greases, tires and supplies will be carried. The company at present wholesales tires and supplies.

AMERICAN MOUNT IN SOUTH AFRICA

THAT the American motorcycle is becoming more and more popular in South Africa comes from Williams, Hunt & Co., Indian dealers in Johannesburg and Durban. The increase in the popularity of the American machine is due to their suitability for getting over rough roads, their power and their general ruggedness. A widespread improvement in the road conditions throughout South Africa is having a stimulating effect on the use of motorcycles both for pleasure and commercial purposes.

VOTE ON GOOD ROADS BONDS

WHEELING, W. Va.—The Court of Mineral County, W. Va., has called a special election, to be held on February 19, for the purpose of voting on a bond issue of $140,000 for improvements of roads in the Frankfort district.

New Creek district of Mineral county has approved a bond issue of $200,000 for similar improvements, and Piedmont district has voted $75,000 for that purpose.

MACHINE RECOVERED

Pitman Gets His Single Back, But It's Not Worth Much

DANVERS, Mass., Jan. 27.—About a year ago John Pitman's 1915 twin Harley-Davidson was surreptitiously removed from the locked shed in which he stored it, and, although the police for miles around were notified and conducted a systematic search for the lost machine, it was not recovered.

Machine a Wreck

Yesterday, however, the Chief of Police of Peabody, about three miles away from here, ran across a much rusted and well nigh wrecked motorcycle in the woods at West Peabody and notified Pitman. Someone had chiseled one of the numbers off, but had forgotten the motor number on the base of the power plant, the carbureter was missing, and the motorcycle was much the worse for wear. It will cost Pitman more to put it into condition than to buy a new machine. The strangest part of it is that with the police folks searching for it for over twelve months it could have lain so long without having been discovered.

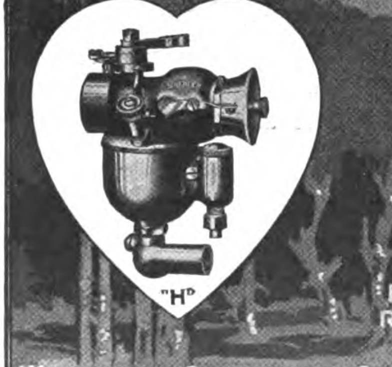
GRIMM SOLVES CANOE PROBLEM

WARWOOD, W. Va.—Lee Grimm has solved the vacation problem. He has attached a canoe, which is on two wheels, to his motorcycle and side-car, and next summer will take his wife and four children to Congress Lake, O., in this outfit. He has tried out the new touring canoe and it worked successfully.

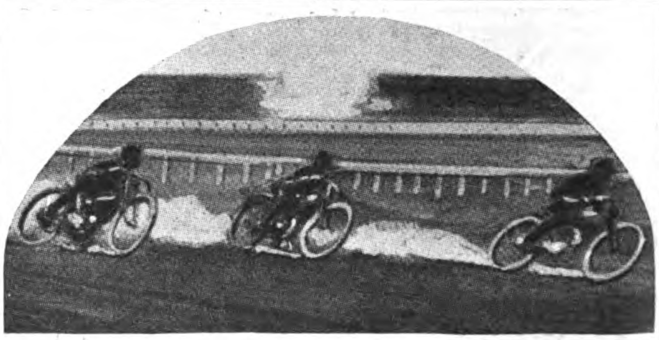
The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

THE HEART OF THE MOTORCYCLE



WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES



DUCKWORTH
"The Chain of Events"

The Duckworth Chain has played such a prominent part in the hanging up of world's records for both speed and endurance that it has earned for itself the title of "The Chain of Events."

Its performance in every class of service proves its clear claim to the title. More events than ever will be won in 1917 with Duckworth Chains, as the Dayton, Indian, Harley-Davidson, Henderson, R-S, Pope and Excelsior motorcycles will be Duckworth equipped.

Duckworth Chain & Mfg. Co.
Springfield, Mass.

"NORMA" BEARINGS

(Patented)

Name the magnetos that you know stand for maximum dependability. Ask their makers what bearings they use. Almost without exception, the answer will be "NORMA" Therefore—if you are seeking maximum dependability in every detail of your engine or motorcycle —see that the magnetos you use are "NORMA" equipped.

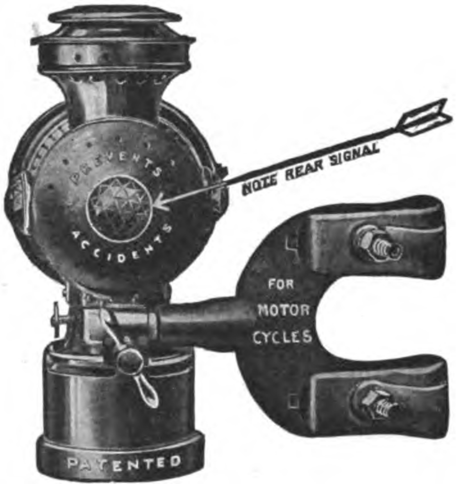
THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK
BALL, ROLLER, THRUST, COMBINATION BEARINGS

The Neverout

REG. U.S. PAT. OFF.

MOTORCYCLE OIL LAMP

(Patented)


PREVENTS ACCIDENTS
NOTE REAR SIGNAL
FOR MOTOR CYCLES
PATENTED

Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

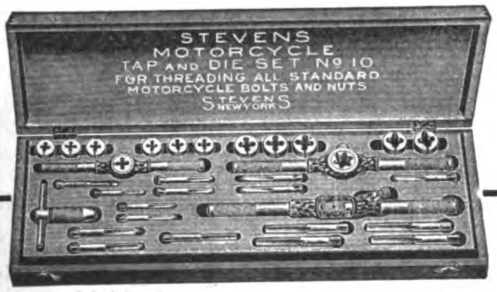
Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.


STEVENS
MOTORCYCLE
TAP AND DIE SET No 10
FOR THREADING ALL STANDARD
MOTORCYCLE BOLTS AND NUTS
STEVENS
NEW YORK

A Good Threading Set

This set is complete—it will duplicate the threads on every motorcycle on the market. There are 13 large adjustable dies, 15 machine taps, 2 stocks, 2 tap wrenches and screwdriver. The quality is right. Every piece guaranteed. PRICE—Mounted in hardwood case, $10.00.

Mfrs. of Bicycle, Motorcycle Accessories. **STEVENS & CO.** 375 Broadway, New York

---

THE NEW STOLL TANDEMS

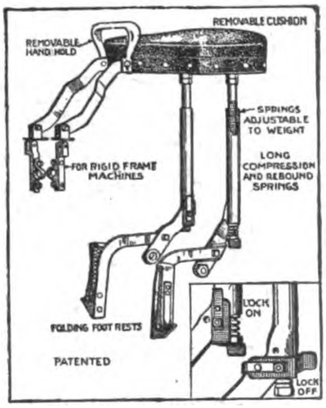
look practically the same, but the difference is in the finer workmanship—the accurately fitted joints—the exactness due to labor-saving devices—the elimination of unnecessary wear and vibration.

But they have the same genuine Comfort qualities as before.

DEALERS—If you are not now selling the Stoll line, write to us or your jobber today for prices. The new Stoll tandems combine the features that insures quick and profitable sales, and permanent business.

The Stoll Manufacturing Co. Denver Colo.

The largest tandem factory in the U. S. A.


REMOVABLE CUSHION
REMOVABLE HAND HOLD
SPRINGS ADJUSTABLE TO WEIGHT
LONG COMPRESSION AND REBOUND SPRINGS
FOR RIGID FRAME MACHINES
FOLDING FOOT RESTS
PATENTED
LOCK ON
LOCK OFF

Stoll Combination Tandem No. 2.

Price $12.00 Complete

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

PLANS FOR "CAPITAL RUN"

Course from Yonkers to Albany and Back With Starters at Both Termini and at Poughkeepsie—Date June 10

NEW YORK, Jan. 31.—"Capital Run" is the title given to that "from-Yonkers-to-Albany-and-back-again" endurance run, plans for which have been mapped out by State F. A. M. Commissioner George A. Ellis.

The endurance is going to be novel in more than one way. In the first place it will be a sort of "triple-back-acting" endurance run with riders starting from Yonkers; others starting from Poughkeepsie, both factions heading for Albany; still a third congregation will start out from the Capital City and head for Yonkers.

All three factions will start together, the Yonkers and Poughkeepsie boys traveling north on the east side of the river to Albany, and the Albany riders taking the west shore route down to a point opposite Yonkers where they ferry over. The return is made on the opposite side of the river. Thus each of the three factions completes a complete circuit of the 300-mile course without repeating any part of the route.

The Yonkers boys will ride to Albany in the morning, stopping over half an hour for luncheon at that point. The Poughkeepsie boys will have reached Millertown on the down trip by luncheon time and will stop over there for half an hour while the Albany boys will take luncheon at Yonkers.

June 10 has been set aside as the date and a schedule of 20 miles an hour, giving ample time for the riders to take in the scenic beauties of the course, is planned.

The entry fee will be $2 and $2.50 for post entry which will be enforced. Each and every rider will have to show his F. A. M. card at the start of the run. In case a member of the F. A. M. has lost the card, a new one can be obtained for the sum of ten cents ($.10) by writing G. B. Gibson, Westboro, Mass.

CYCLE MEN TO FIGURE IN VANCOUVER SHOW

Big Exhibition Is Planned for March 12-17; Fred Deeley in New Quarters—Morrison Gets First Indian Shipment

VANCOUVER, B. C.—The Horse Show Building in Vancouver, B. C., is to be turned into a motor show building for the National Motor Show of Western Canada to be held during the week of March 12-17. The exhibits will include a number of displays by Canadian and local motorcycle, bicycle and accessory distributors and dealers. A special section has been reserved for the exhibits of the allied cycle trades.

Fred Deeley, the veteran bicycle dealer of Vancouver, has taken possession of the old Family Theatre Building, located on Granville street a few blocks from his present store. The picture house is being reconstructed as a store and will be occupied by Deeley in the immediate future. One of the features of the new place of business will be a model machine and repair shop.

W. H. Morriston, the local chief, has received his first allotment of Indian bicycles.

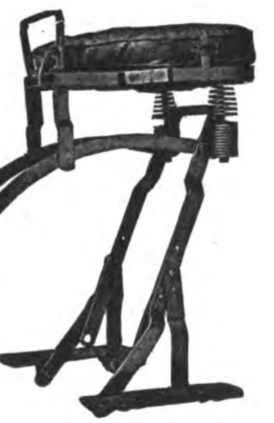
Thomas Plimley of Victoria, B. C., required a shipment of bicycles so urgently recently that he had twenty sent to him by express across the continent from the East.

SPECIAL CYCLE DISPLAYS

Winnipeg Dealers Will Appeal to Visitors at Big Winter Sports Carnival

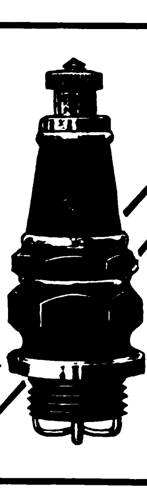
WINNIPEG, Manitoba.—On the occasion of the annual Curling Bonspiel and Winter Sports Tournament in Winnipeg during the week of February 12, the motor cycle and bicycle dealers of the city will stage special displays of their wares in their respective salesrooms. The "cycle show" will really be opened on Tuesday the 13th, when the thousands of out-of-town visitors will have arrived. This is the one time in the year when Winnipeg is crowded with out-of-town tradesmen who pay a visit for both business and pleasure.

Word has been received here that Captain C. G. Cruikshank, of Winnipeg, formerly the Indian distributor in Manitoba, has voluntarily reverted to the rank of lieutenant in order to reach the firing line in France quickly.



A Quick Turnover
Good Profits
It pays to stock
F-N TANDEMS
Price $11.50 each
FENTRESS-NEWTON MFG. CO.
Detroit Michigan

The choice of the experienced rider is
Prest-O-Lite The Only Practical Light for Motorcycles
The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.
The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario



THE BENTON
After you have once purchased a Benton Spark Plug you will always remember it by its superior service. But if you have not made your first purchase of The Benton yet, don't be misled by similar sounding names. All Benton Plugs are marked THE BENTON and are manufactured by
L. F. BENTON CO.
Vergennes, Vt.

Thousands of Prospects
Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.
If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.
Motor Cycle Illustrated
13 Park Row, New York

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$6.50

Complete

WALD MANUFACTURING CO.

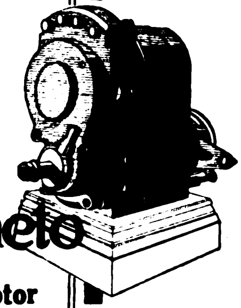
Dept. F SHEBOYGAN, WIS.

Worth More

Does More

The

Berling Magneto



Just ask for it on your next motor

Ericsson Manufacturing Co.

1116 Military Road Buffalo, N. Y.

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MIAMI-MADE BICYCLES

Will Be Reproduced Before Buyers

7,205,046 TIMES

Cash In On This Advertising

Four Lines

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send today for catalogs and proposition.

Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

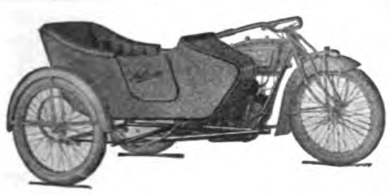
The National Screw and Tack Co.

Cleveland Ohio

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

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Wherever Ball Bearings are used you will find

STAR Ball Retainers

Bearings Co. of America

Lancaster, Pa.

N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
300 W. 129th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2080 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3066 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York Bronx Branch
563 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1601 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3066 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1031 Bedford Ave., Brooklyn

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines
Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7063

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Excelsior Short-Coupled Ported Racer, only used four times, good as new. If interested write at once. Best offer takes it. W. E. McFarland, 2816 Col. Ave., Anderson, Ind.

FOR SALE—1916 Harley-Davidson, horn, Prest-O-Lite tank, lamp, and F-N tandem, run less than 2,000 miles. Everything in good condition. Price $230. Chester Ickes, Reynoldsdale, Pa.

FOR SALE—1916 model Indian, lamp, tank seat, horn, all $225. 1915 model Indian, new condition, $150. Both 3 speed. A. E. Palmer, Port Jervis, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

FOR SALE—1916 3 speed Indian twin. Bought August 5. Never punctured. Never let fall. Looks and runs like new. I want the 1917 Olive drab finish. Price $200. J. W. Phelps, Le Roy, Ill.

FOR SALE—Twin Indian, cradle spring frame, two-speed, electrical equipped and just overhauled. New gears and clutch, $130. (Call or write.) H. Lockwood, 372 Communipaw Ave., Jersey City, N. J.

FOR SALE—1912 Twin Indian, good condition, Prest-O-Lite, footboards, 3-inch tires, auto inner tubes, exhaust horn; $45. Also one 1915 H.-D. sidecar, $40. R. L. Myler, R. No. 1, Box 64, Caruthersville, Mo.

THREE singles, two twins, Henderson, Smith motor wheel. Three watches. Exchange for automatic shotgun, trapgun, bicycle, anything. Stamp. Lee Howell, Jr., 217 Chestnut St., Evansville, Ind.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

FOR SALE—1914 Indian twin, two speed, kick starter, speedometer, tandem. Run less than 4,000 miles. Looks good and in good condition. $100, $25 down balance c. o. d. Clyde Brown, Chester, W. Va.

SLIGHTLY USED PARTS at less than half. We tear up hundreds of motorcycles and sell the good parts cheap. Bosch magnetos, $4 to $10; cylinders, $3 to $7; frames, $2 to $10; pistons, $1. All other parts in proportion. No catalogues. Write for prices. Van's Motorcycle Wrecking Shop, 101 West 10th St., Los Angeles, Cal.

HELP WANTED

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

WANTED SALESMAN—Capable and energetic salesman, who has had successful experience in handling motorcycle or bicycle lines, to place Cyclemotor agencies in Middle West territory. Excellent opportunity for a man who can show results. Give full information in first letter. W. C. Langdon, Box 315, Fargo, N. Dak.

BUSINESS OPPORTUNITIES

FOR SALE—Best, old-established paying bicycle, motorcycle and phonograph business in Florida (southland). Population, 10,000. Selling reasons, sickness and wish to retire. Address Rex, care of Motor Cycle Illustrated.

MOTORCYCLE AND BICYCLE business with Indian agency for sale. Stock inventories over $1,700. Income $3,000. Partner considered. Stodel, 2915 Clarendon Road, Brooklyn, N. Y.

POSITION WANTED

WANTED—Position by motorcycle and bicycle repairman; ten years' experience. Married, strictly sober. References from last two employers. Go anywhere at once. L. H. Means, 119 West 14th Street, Norfolk, Va.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Indian 1915 frame, less tanks, front and rear springs, forks. Frank Vache, Temple, Okla.

WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa

WANTED—Pair small size 1915 Harley tanks. Box 1689, Atlanta, Ga.

AT 1635 Myrtle Ave. and Woodbine St., motorcycle garage; capacity, 30 machines; opening February 1. Apply now for space, $1.50 month. Raedel, 2363 Myrtle Ave., Brooklyn, N. Y.

February 1, NEWS 1917

Baker, Murray & Imbrie

INC.

"Let Me Point Out to You Without Exaggeration a Big Retailing Opportunity."

AMERICA has become, almost over night, a great playing nation. From the youngsters staging the Great National Pastime on a sand-lot to the millionaire taking his invited guests over his own private golf course, America is one vast recreation ground.

The gun, the rod, the golf-club, the tennis-racquet — have become very significant symbols in our life.

We have hundreds of thousands of square miles of rich hunting and fishing land. Hundreds of golf courses are today under construction to meet the almost incredible demand for accommodations. The parks and country clubs and private homes even are multiplying tennis courts beyond computation. Trap-shooting—that Prince of sports—is gaining a tremendous following and is being aggressively popularized by the big firearm and ammunition concerns.

In a recent article in the New York "Times," it was estimated that the yearly cost of ammunition used in trap-shooting alone was $12,000,000—value of guns in use, $27,000,000—number of clay birds used yearly, 36,000,000—number of trap-shooters in America, 675,000.

The American people today are being served in their recreative activities by millions of dollars' worth of capital invested in the manufacturing of and retailing of sporting goods alone. And, moreover, there are no surplus sporting goods stocks in America at the present time because demand has kept—and probably will keep for years to come—abreast of visible supply.

Those people who are today making and selling sportsmen's requisites will not be able to take care of all of tomorrow's business. New manufacturers must arrive—new retailers, too. You know as well as I do that Americans, once aroused, do everything right up to the hilt.

So with American sporting life. We have now reached the period when sport accessories are as essential as sugar, soap, coal and clothing.

And more—more—more is going to be demanded. And people are going to be willing to pay for quality things. And now is the time to become a good, sound progressive sporting goods dealer in the full sense of the word—now is the time to get splendidly ready for business that is actually in sight, actually as plainly in front of you and ready to take hold of as the two handles to a wheelbarrow.

If I were especially a hardware, motorcycle or bicycle dealer I would leave nothing undone in the building of a sporting goods line into my business.

Whenever I see a hardware merchant carrying an indifferent stock of sporting goods — or none at all — I know, and it is provable, that the reason must be that he has not thought. Same with the motorcycle and bicycle dealer.

Frederic A. Baker

He has not analyzed. He has kept his mind shut from a group of facts that are plain-as-day guide posts to broader-gauged, better-paying business travel.

There is no finer class of purchasers for the retailer to have than the men who buy sporting requisites. They will stretch their expenditures for the sake of quality. They are intelligent. They will listen to discussions about fine points of guns, tackle, golf clubs or camp equipment.

Satisfy them and they swear by you. They are not transient buyers—once they find the store and the goods that serve them efficiently. They are not inclined to shop around because they are seriously concerned about their sports equipment—and hence they grow to depend upon the merchant who earnestly protects their purchasing interests.

Sporting goods are rarely effected by hard times. Men play when out of work because they can't sit around doing nothing. Men play to get away from business worries. Men play, hard times or good times, because the play-habit, once it becomes fixed, is never given up. The good-fellowship of out-of-door pursuits is alone sufficient to keep men engaged in them in spite of the ups and downs of income. Men will economize in other matters rather than give up the benefits that wholesome sport gives them.

..Please do not think that the purpose of publishing these views of mine is to ask you to buy sporting goods of Baker, Murray & Imbrie, Inc. I have no such aim in mind.

What I am hoping to bring about is the opening of your merchandising mind to a truly valuable chance to increase your business.

Please think about the matter!

Please dig into it!

Please investigate — just as you would go at a real estate transaction, for instance!

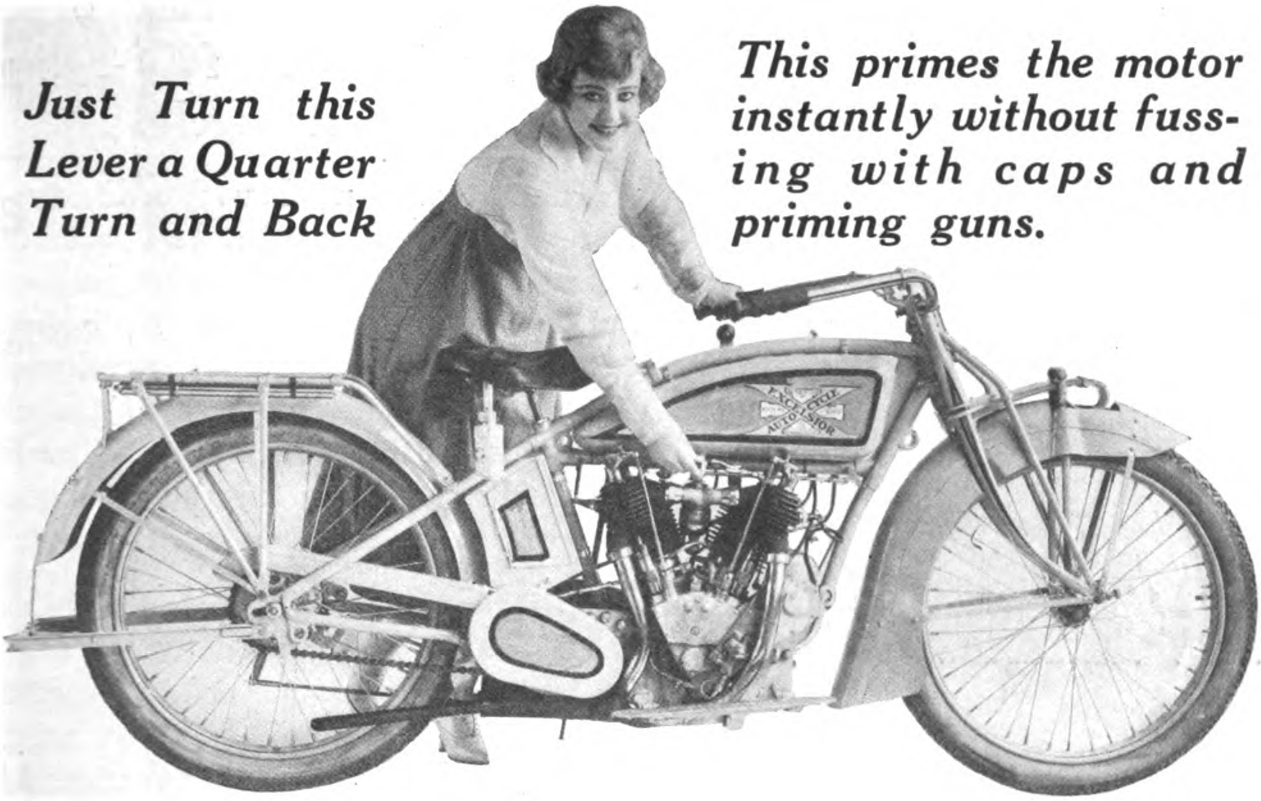
One thing more I would recommend your doing. Ask our salesman when he calls to tell you about the sporting goods successes that he has personally seen built up in the various parts of his territory. Ask him questions. Get his first-hand knowledge. Ask him to give you names of men who have grown to good merchants through the sporting goods line. Ask him to tell you how these men did it.

Sporting goods are a BIG proposition. They develop BIG retailers—BIG profits—BIG deep-down substantial rewards in the way of merchant pride as well.

Frederic A. Baker
President.

BAKER, MURRAY & IMBRIE, Inc.
10-15-17 Warren Street
New York City

A COLD WEATHER KINK



Just Turn this Lever a Quarter Turn and Back

This primes the motor instantly without fussing with caps and priming guns.

Every motorcyclist knows what it means to start a motor in cold weather with the low grade of gasoline now obtainable.

It means prime your engine or kick your legs off.

Priming by means of a gun means delay, cold fingers and cuss words.

With the EXCELSIOR, you simply turn the priming cock located as shown in the illustration a quarter turn and back.

By this simple and instantaneous method, gasoline is delivered from the tank directly to the top of the intake valve, where it is broken into a spray and drawn into the cylinder at the first suction stroke of the motor.

In addition to this, you have the Automatic Compression Control, another exclusive EXCELSIOR feature, a combination insuring

A Start Every Time

regardless of weather or the experience of the user.

Just one of the many reasons why wise buyers buy EXCELSIORS.

Excelsior Motor Mfg. & Supply Company
3703 Cortland Street **Chicago**

55 to 104 Miles on a Gallon of "Gas"

DURING the past month several motorcycle dealers in widely-separated sections of the United States conducted careful tests to learn the rate of fuel consumption of the four-cylinder Henderson motorcycle.

The tests were made with ordinary stock 1917 Hendersons which had received no special preparation such as might produce better than normal results. No inner coils or screens in the manifolds, no reduced jets or special warming devices, as the object was to learn the facts about the performance which the buyer of an everyday stock Henderson could obtain from his machine.

And the tests were made right in midwinter, when weather conditions are least favorable. Thermometer at zero and lots of snow and cold winds. The resulting list of reports, from localities ranging from the wintry northern cities to sunny southern California, indicate the efficiency of four-cylinder power under the conditions of all seasons—zero winter weather or warm summertime.

On the opposite page are reports of the experiments conducted in nine cities, under climatic conditions representative of New England, the Atlantic Coast, the Central States, the Northwestern States, and the Southwestern States (or anywhere else in warm weather). These tests were made under the observation of public officials and prominent men, and are certified to before notaries by witnesses, so as to leave no question as to their accuracy:

HENDERSON

There was a foot of snow on the ground, with the thermometer at zero, on the day Chas. Selk, Jr., made the test at Manitowoc, Wis., but he went ahead regardless of weather in order to find out what the Henderson really could do against such difficulties. And considering conditions he made an unusually good record, for he covered 55.8 miles on the gallon of fuel. (Motor No. 6529.)

It was a bitterly cold and windy day when August Boesche with an electrically-equipped '17 Henderson (Motor No. 6564) and Owen Brissie, on a fully equipped Henderson that was only two days out of the crate (No. 7204), rode the test in Cincinnati, O. At the finish both felt that the cold had been a severe handicap and stated that much higher mileage could be made in warm weather. But their records are distinctly creditable in spite of hindrances, for Mr. Boesche covered 71.7 miles on the gallon while Mr. Brissie's mark was 71.4 miles—consistency as well as efficiency.

In Bridgeport, Conn., Leon W. Welch was at the helm of Henderson No. 6589. Thermometer below freezing point and considerable wind. Results, 78.8 miles on the gallon.

Baltimore, Md., Henderson No. 6742 with F. W. Sandruck, Jr., in the saddle. Rode to Washington, D. C., and return and then rambled about the city for some time rolling up mileage until his gasoline was exhausted. Covered 78.2 miles on the gallon.

Between 1:30 p. m. and 5:30 p. m., John Bice, of Chicago, rode 82.3 miles on 7¼ pints of gasoline. The extreme cold and fearful condition of the roads forced him to stop then through physical exhaustion. Measuring the fuel that was then drained from the tank showed ½ pint unused. At the rate he had progressed until that time, Bice would have covered about 87.7 miles on the full gallon.

At the finish of the test ride in Seattle. Arthur Westover on the machine which he used for the trial, and Police Sergeants Westedt and Bunnel, who measured the gasoline, checked the mileage, and verified results.

Horace C. Fuller, on Henderson No. 6462, and accompanied by riders on other makes of machines, made a round trip from Tacoma to Seattle on his test ride, rolling about the city for several miles after making the circuit before the gasoline was consumed. Machine fully equipped and conditions those met in everyday road riding. 87 miles on the gallon.

Vernon and Son, in Seattle, made two tests under differing weather conditions. One ride occurred on a day when the air was freezing cold, and the result was 84.6 miles for the gallon. The other test was on a favorable day and set up a mark of 104 miles for the gallon.

The balmy air of sunny California proved an advantage for such a tryout, and the results gained there give an idea of what riders can expect elsewhere in the summertime. In Pasadena, George Main travelled the popular valley road between that city and Pomona on his test, getting a mixture of hills and level stretches characteristic of the chief touring routes in that section of the State. His machine traveled 100.4 miles on the gallon. The test was made with standard gears and without special tuning, as the object was to get information as to what can be done by the regular stock Henderson motorcycle such as are sold by Henderson dealers.

0
10
20
30
40
50
60
1 GALLON
? ? ?

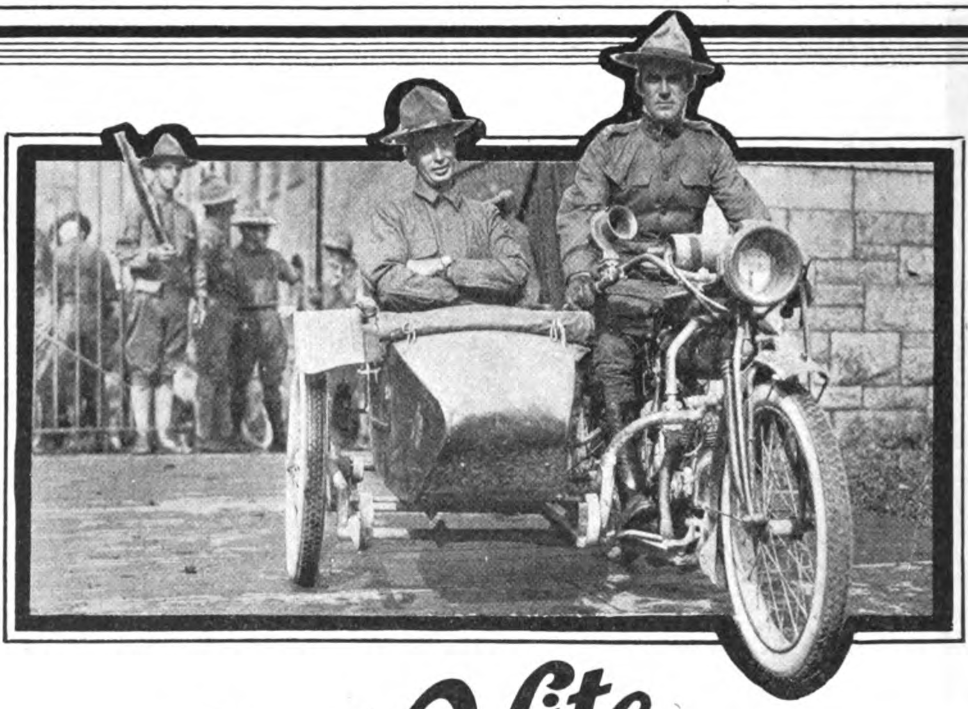
A slightly better mark was made by Motorcycle Patrolman E. L. Huls, who made the test ride in Modesto, Cal., under the supervision of the Chief of Police. With his 1917 Henderson, No. 6612, he covered 104.2 miles on the gallon of gas, passing through several towns on the way and encountering stretches of mud and bad roads.

The significance of these reports of practical achievements will be easily apparent to the thoughtful rider

HENDERSON

HENDERSON MOTORCYCLE COMPANY

1158 Cass Avenue **Detroit, Mich.**



Capt. Burger and Sergt. Walkner of the 2nd Mass. Motorcycle Machine Gun Company.

Prest-O-Lite for Motorcycles

The Ideal Lighting System

An efficient lighting system is an absolute need for every motorcycle rider. For permanent, brilliant light for your motorcycle, you can't beat Prest-O-Lite. It's the truly practical light for motorcycles, and is used by the majority of riders in all kinds of service, the country over.

It is not affected by bumps and jolts—always throws a steady, powerful beam of light far ahead, showing up clearly all obstacles. Yet with all its superiorities, Prest-O-Lite is inexpensive to buy and costs little to use.

Get Prest-O-Lite on Your Motorcycle

Good lighting is essentially an important part of your machine's equipment. See that you have the best—use Prest-O-Lite.

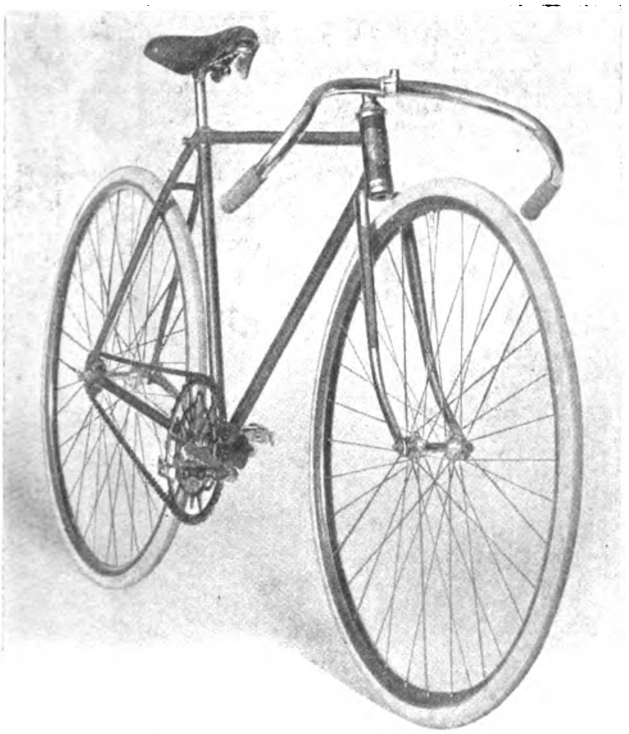
Most any dealer will quote you an attractive price on an equipment combination including Prest-O-Lite. This will save you much time and money—give you the best of service at little up-keep expense.

Our motorcycle lighting literature will interest you. Ask your dealer or write us.

Good Business for Dealers

Much desirable business will be attracted to your store if you handle Prest-O-Lite. If interested in developing extra profits, write us today

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ont.
Prest-O-Lite Exchange Agencies Everywhere



The Harley-Davidson Road Racer—$40.

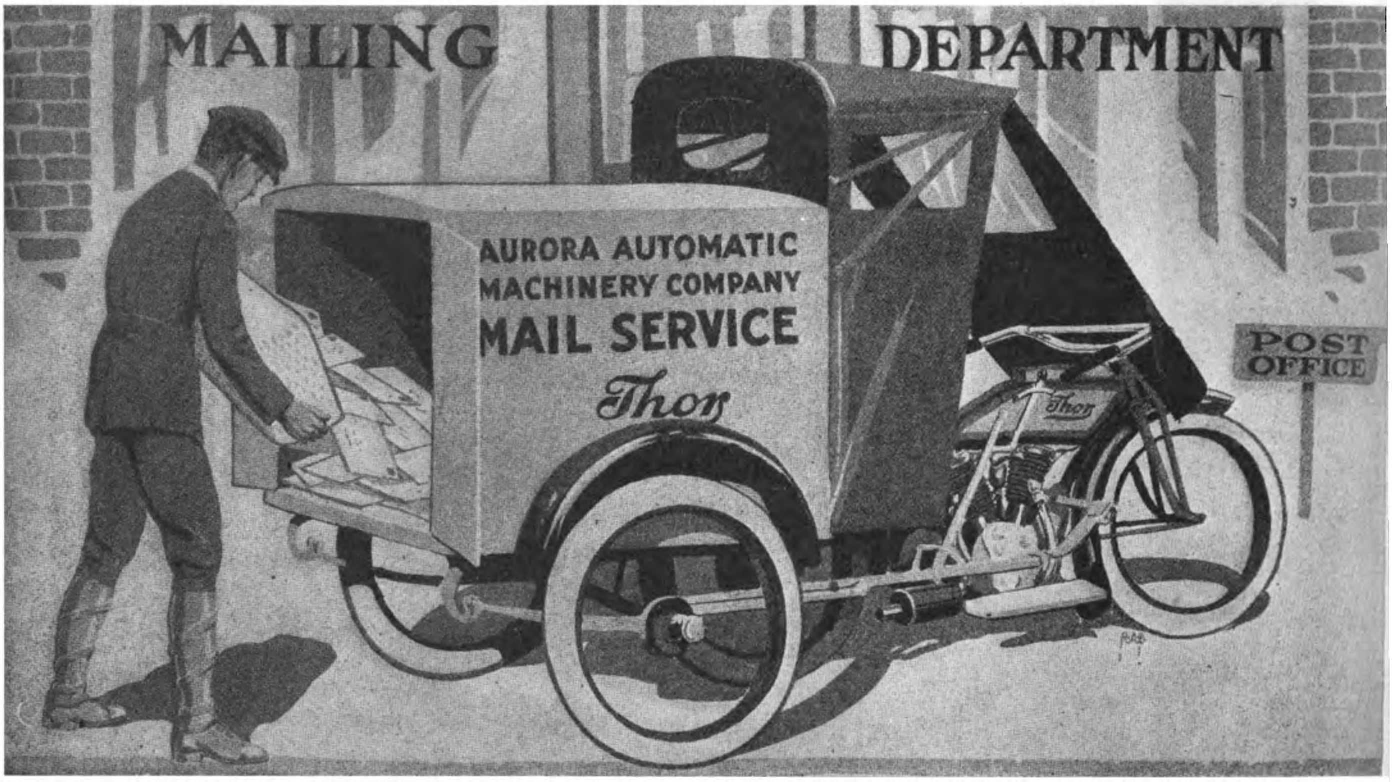
"22 pounds of speed"—possibly that's the best way to describe this latest Harley-Davidson product, a masterpiece of riding balance.

Incorporating the very best design, material, workmanship and equipment, we believe the Harley-Davidson road racer *cannot be duplicated.*

Many bicycle riders prefer a light wheel for ordinary riding. To meet their requirements, mudguards can be fitted to this model.

We will be in a position to begin shipments on the road racer shortly after Feb. 15th. Harley-Davidson dealers now have complete specifications covering this model and we suggest that those who may be interested in this type get in touch with their Harley-Davidson dealer at once.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



Is One of These Booklets Addressed to You?

If not, why not? One will be mailed free to you for the asking. If you were placed in a position whereby you could establish a permanent business or increase the possibilities of your present business, you would go after the opportunity, wouldn't you?

This booklet is the stepping stone to solidity in business and the broadening of your selling scope. It tells the story of the

1917 New Thor Sales Policy

which enables dealers to sell on time and yet get their profits immediately. We take up the burden and the risk.

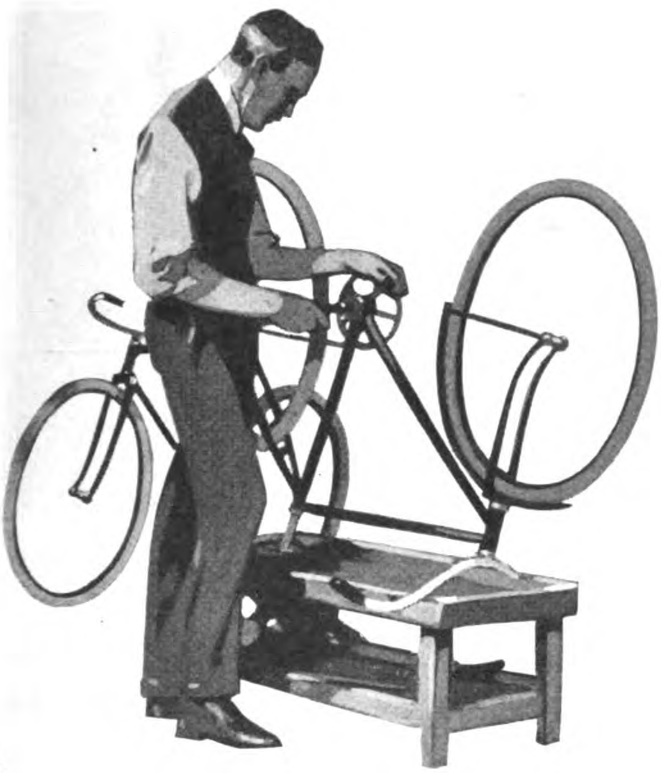
This means that in 1917 our dealers will be able to do the biggest and safest business on the smallest capital of any merchants in the trade! This is the dazzling opportunity to all dealers who secure a Thor agency.

The hundreds of dealers who have obtained the 1917 Thor Sales Plan booklet are astounded at our offer. Territory is fast closing.

Don't Get Left! Write at Once

AURORA AUTOMATIC MACHINERY COMPANY
Oldest Motorcycle Manufacturers in the World
General Offices: Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco

BLUE STREAKS



Bicycle Tires With a Single Purpose

The single purpose behind the manufacture of Goodyear Blue Streak Bicycle Tires is: "Give the public the greatest possible value."

More profit could be made on these tires by skimping on material. This will never be done.

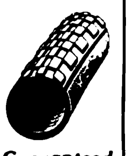
For the principle of The Goodyear Tire & Rubber Company is, after all, business common sense.

Briefly it is: "We will be in business for many years to come. Our future success depends upon what we do now. We cannot afford to shirk the principle of giving the greatest possible value in whatever we manufacture."

And so, the single purpose behind Goodyear Blue Streak Bicycle Tires is the greatest dealer help any manufacturer can give.

For it means a protection for the dealer that would be impossible were the product inferior in the slightest degree.

$3.00
each
Since Jan. 1

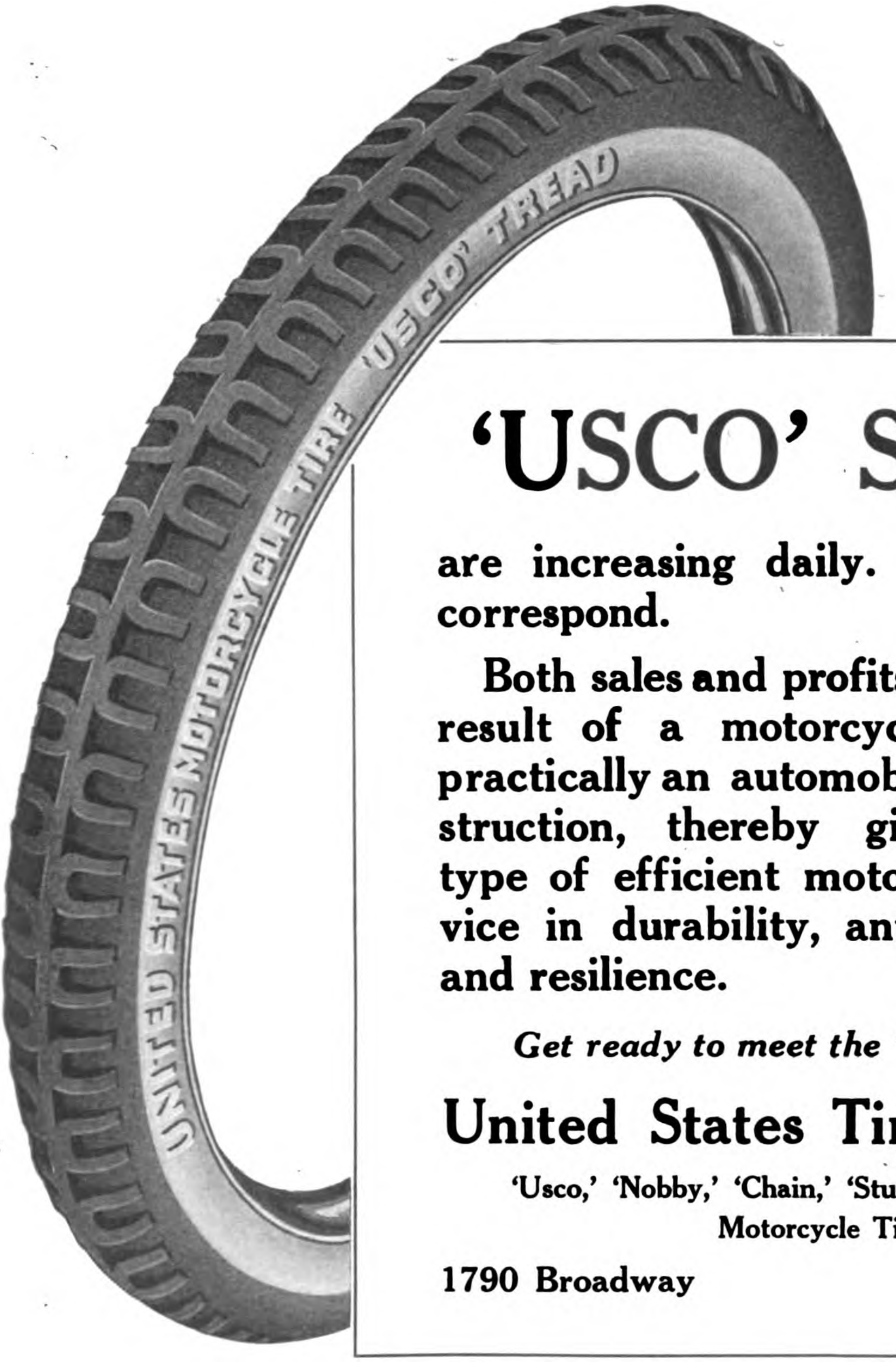


Guaranteed

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES



'USCO' SALES

are increasing daily. 'Usco' profits correspond.

Both sales and profits are the logical result of a motorcycle tire that is practically an automobile tire in construction, thereby giving the best type of efficient motorcycle tire service in durability, anti-skid qualities and resilience.

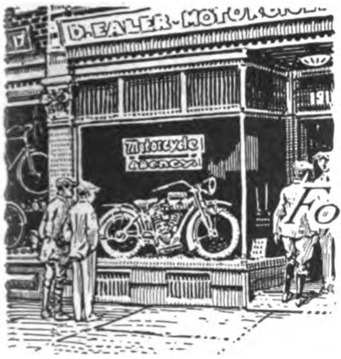
Get ready to meet the 'Usco' demand

United States Tire Company

'Usco,' 'Nobby,' 'Chain,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway New York

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES



MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 13 February 8, 1917 Number 6

Motor Batteries First Out

Motorcycle Mounted Division of 22nd Engineers Rushed Off to Guard New York Water Works in Present Crisis.

Motor Battery Men Established at Gate Houses Along Aqueduct Keep Open Communication Despite Blizzard and Zero Weather

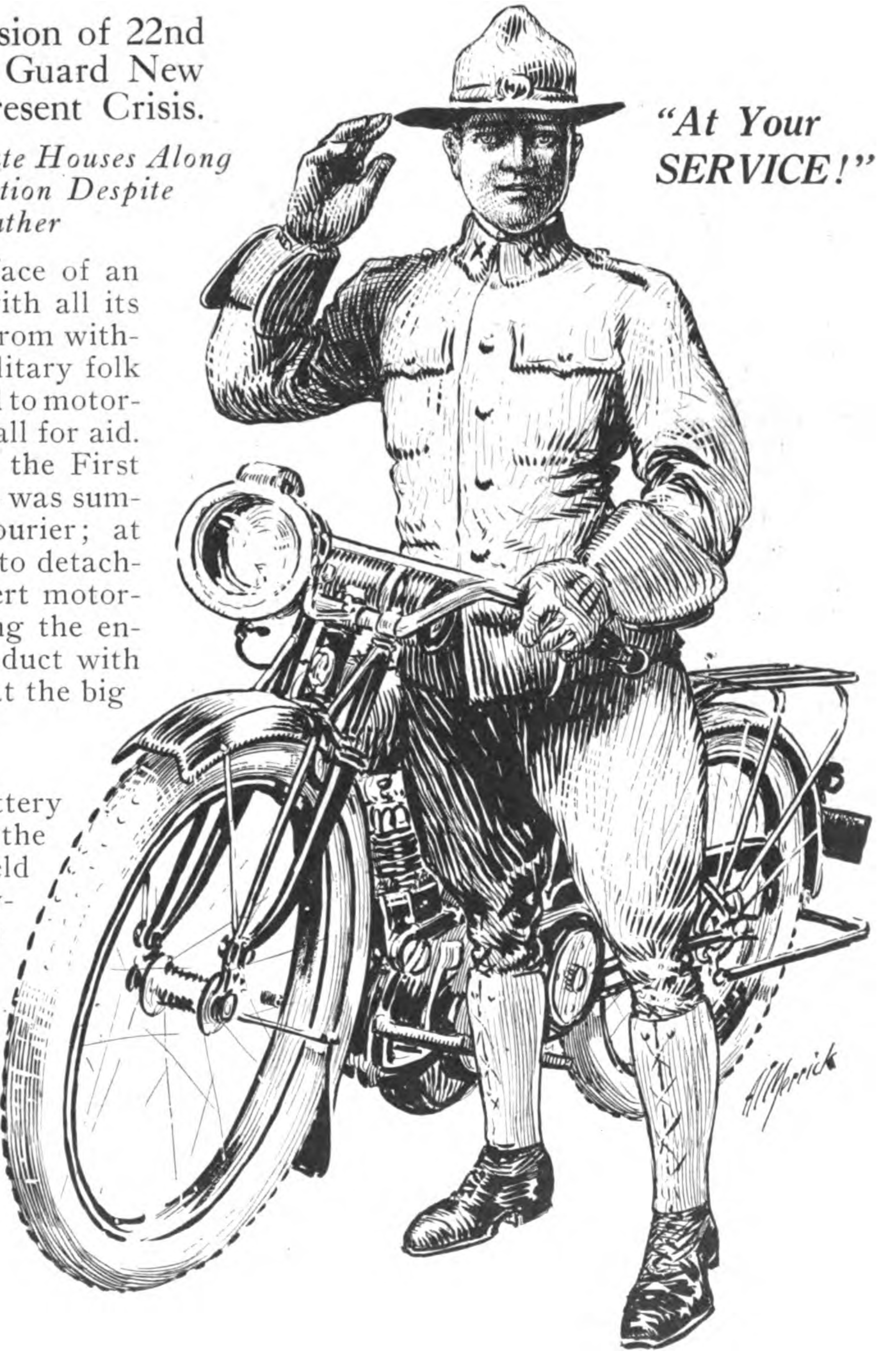
NEW YORK, Feb. 5.—In the face of an open break with Germany with all its possibilities for trouble both from without our borders and from within, military folk in the Empire State at least, addressed to motorcycle mounted guardsmen their first call for aid.

At ten o'clock yesterday morning the First Motor Battery of the 22nd Engineers was summoned together by motorcycle courier; at noon, just two hours later, broken into detachments of ten men each the 100 expert motorcycle-mounted soldiers were patroling the entire line of the New York City Aqueduct with communication stations established at the big gate houses along the line.

Special Courier Duty

Even before the First Motor Battery was mustered into active service the Motorcycle Division of the First Field Artillery was called for courier service between Divisional Headquarters established temporarily by Major-General O'Ryan at the First Field Artillery Armory at 68th street and other commands located at various parts of the city. The incessant activity of these fast couriers throughout the day gave upper Broadway its first taste of the things that are to come provided the present situation takes on the more serious aspect that is hanging in the balance.

(Continued on page 21)



"At Your SERVICE!"

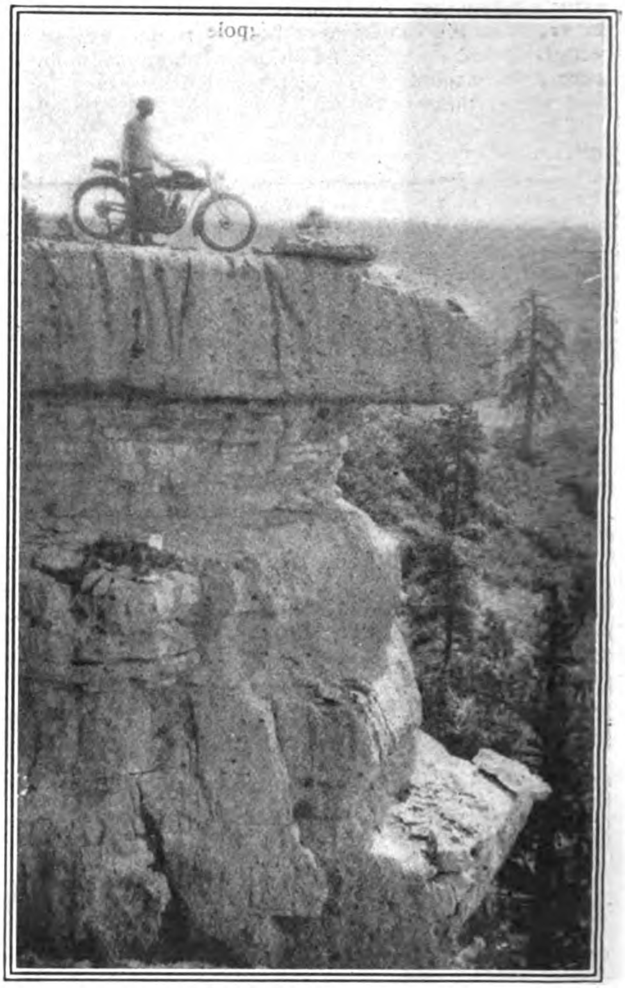
On the Grand Canyon's Rim

Thirty Miles of Desert Riding with the Sun Sizzling at 100 Degrees and a Fifty-Mile Run Through the Kaibab National Forest, Where Bears and Mountain Lions Often Enliven Things for the Tourist, Were Features of This Motorcycle Trip.

Pack Animals Carried Gasoline

Fruitless Attempt to Take Motorcycle Down Precipitous Bright Angel Trail by Hand Afforded Additional Excitement

BY THE EXPLORER*



On the Point Where the Writer Wheeled His Machine with Much Trembling, 5,000 Feet—Straight Down—with Nothing to Break the Fall Save Atmosphere

"YOU'LL see no person, ranch or house, in all probability, from the time you leave Fredonia, Ariz., until you reach the North Rim of the Canyon; the first 30 miles will be through a desert, the last 50 miles through the Kaibab National Forest or Buckskin mountains, through which you will have to follow a blazed trail; in the mountains are deer, mountain lions, bears, wild cats, timber wolves and coyotes; there is no gasoline in all the region, so you will have to carry an extra supply."

That is, in substance, what Mr. W. D. Rishel, secretary of the Automobile Club of Utah, and pathfinder for the Inter-Mountain Route Book, told me when I asked for information as to how I could get to the North Rim of the Grand Canyon by motorcycle.

A Precarious Outlook

The thought of being 100 to 200 miles from an accessible railroad, following a blazed trail through a wild cattish but gasolineless forest, did not at first appeal very favorably to the writer. Even the oft-repeated story of the "Preacher and the B'ar" did not give the situation a humorous twist; but gradually I came to the conclusion that the outcome would be worth the risks. I even decided that I would attempt that which was later found to be impossible—to cross the Grand Canyon by motorcycle.

Starting from Salt Lake City on Aug. 9, I reached Gunnison on the first day's run. As the roads were good and the scenery attractive this was a very attractive trip. Panguitch was reached on the second day. This is a town well to the southern part of Utah; and still no fault could be found to the roads. From this point on, however, I began to wonder what I would have to overcome in the way of treacherous roads before reaching my goal.

Previous authentic information told of the difficulties to be encountered in Johnson Canyon, and of a long stretch of sand to be found just before entering Kanab, so as soon as I had eaten dinner at Alton, a little Mormon settlement on the top of the mountain, I took to the trail without loss of time.

As I proceeded I enjoyed a rare view. The Pink Cliffs, a short distance to the left, were in plain sight, and in all directions the vistas were inspiring. Quite suddenly, however, my attention was taken from the scenery and focused on the road, for travel had become noticeably more difficult and hazardous. Occasionally I would find it possible to strike a fair pace, but usually such attempts ended with a sudden application of the brakes to avoid an ugly spill.

The Johnson Canyon, while a few notches inside the impossible, was trying enough. With deep sand and high sagebrush, and sandy washes that were almost straight down, and then straight up, and with the sun beating down at 100 degrees, I venture to say that the pluckiest rider would heave a sigh of relief at getting out of the place. At any rate, I know I did. In the midst of my struggle I encountered a party of freighters with 12 loaded wagons. The men were finishing their lunch under the cooling shade of a ledge of rock. I asked for water, and was offered a mixture of water and mud—with the explanation, obviously unnecessary, that the "water was poor."

Extra Gasoline Supply Needed

The freighters informed me that two or three miles more would take me out of the worst of the sand, and, while inspecting my Indian motorcycle curiously, they also conveyed the welcome information that I could easily reach Kanab that day. Their prediction worked out O. K. I arrived at Kanab tired and dusty, but pretty well satisfied with my rate of progress.

From Kanab onward the journey presented more problems and became correspondingly interesting. I learned in Kanab that another motorcyclist had been over the road, but had encountered such obstacles that he had expressed himself against ever attempting it again. I was comforted somewhat, however, by the statement that this rider was a comparative novice. He had been troubled most by gasoline shortage and by losing his way.

Signing Up a Guide

It became evident that I must take a day off to make arrangements for extra gasoline along the route. I solved the problem by hiring a guide and starting him out a day ahead with a pack train carrying gasoline, camping equipment and "chuck" for a two weeks' stay in the Kaibab National Forest and along the North Rim of the Grand Canyon. I was very fortunate in securing the services of the man who had packed the material down the Canyon for the construction of the tramway. He was D. D. Rust, of Kanab, son-in-law of W. W. Wooley, discoverer of the trail down the North Rim.

Rust started a day in advance of me with six pack animals, and with instructions to meet me at Jacobs Lake, a place well up in the Buckskin Mountains. I experienced little difficulty in getting to the lake, arriving about 1 P. M., but my guide was not there. Near the lake was the forester's house, but it was untenanted. Just in front of the cabin was a flagpole from which floated the stars and stripes. It was surely an inspiration to see the American flag under those conditions.

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* *The writer of this article is a minister who uses a motorcycle in connection with his duties in a small Arizona town.*

Two o'clock, 3 o'clock, 6 o'clock—and still no guide! Hunger began to assert itself, and I was also greatly worried about the safety of the guide. About 6:30 the guide arrived, with the explanation that one of his pack horses had strayed away during the night and caused the delay. We pitched tent for the night about two miles from the lake. It was a memorable experience to sleep on the mountain top under our huge fir tree. It certainly was a great thing for a tenderfoot.

Some Hair-Raising Yarns

About the middle of the next forenoon we met a man employed by the Forestry Service. He was engaged in dynamiting stumps out of the trail, and in addition to being a good dynamiter he was an accomplished spinner of yarns. We found this chap very keen at pumping a "greenhorn" full of yarns calculated to make his hair stand on end. He told of the great numbers of rattlesnakes in Rattlesnake Gulch, and of waking one morning to find five rattlers in bed with him; he also told of various encounters with "bob" cats, cougars, etc., etc. When asked if he didn't become lonesome out there all alone, he replied: "How could I get lonesome with all these trees and squirrels and fawns all around me?"

After the noonday meal I rode on ahead, leaving the guide to travel more leisurely with his pack train. Shortly after I left him I rode through a succession of beautiful valleys. In the lowest parts of these valleys there was no timber; about half a mile up on either side the timber began. The valleys were about half a mile in width, two or three miles long, and somewhat oblong in shape.

In Bright Angel Camp

Passage from one valley to another was made through natural gateways of pine trees. The trees on either side drew nearer and nearer until they met at the end of the valley, or so nearly met as to leave an opening only about the size of a barnyard gate. It looked almost as if the trees had been planted to produce that precise effect.

At about 6 P. M. I arrived in Bright Angel Camp. It was raining hard and I was wet to the skin and so cold that my teeth were chattering. One of the campers was kind enough to lend me his coat, and it surely was appreciated.

On the next day the sun shone brightly and about 10 A. M. we started out, riding tandem, despite the steep grades, with Bright Angel Point as our destination. It was my ambition for this particular trip to make my motorcycle the first to stand on Bright Angel Point, and if possible the first to cross the canyon. The latter was impossible, but the former was accomplished, and I am very proud of the pictures taken in the neighborhood of the Point.

On the Way to Bright Angel Point, the Beginning of the Famous Bright Angel Trail

I am particularly pleased over the photograph I obtained at Hoyt's Point, which is a short distance down the trail, as mine was the first motorcycle to tackle the trail. A short distance gave me and the guide, and two assistants, all we wanted of gettting a motorcycle down that awful trail, and I realized that my plan to cross the canyon could not be carried through. Going down, even the short distance, was terribly hard, but getting back was still worse.

Machine Right There

It was not that my machine would not run up the trail, almost perpendicularly if need be, when thrown into low, but who wants to ride a motorcycle straight up, even on low, when the trail is only a foot wide with a solid wall of rock on one side and a sheer abyss on the other. Even a minister is not prepared for that kind of a stunt. Kindly excuse me, brethren!

Kalibab is an Indian word, meaning "mountain lying down," and indeed this comparison by the Indians is very apt. You begin the ascent from the desert on the mountain's tail, so to speak, winding around for some distance among scrubby cedars and oak. As you reach the rump, the cedars have disappeared and pine and spruce have taken their place. As you ascend higher to the shoulders of the reclining mountain, you are in the midst of the most magnificent specimens of yellow pine and fir, with here and there a patch of quaking-asp. Going still higher by gradual ascent, over the neck of the mountain, you pass through the succession of beautiful valleys before referred to. As you leave the last valley, a very dense stretch of timberland is entered, continuing for about 10 miles.

As I journeyed along, delighted with the road, the trees and the animal inhabitants of this wonderful forest, I was approaching, without knowing it, the greatest sight of all.

Suddenly, without any appreciable break in the forest, I came out at the North Rim of the Grand Canyon.

The Sight of a Lifetime

The sensation that comes over the traveler who stands on the North Rim for the first time is beyond description. For my part, I felt as though I had reached the end of the world, the "jumping off place," as it were. Truly, nothing is more impossible than to take one step farther. Here the traveler must stop and wonder, and wonder, and wonder—as he gazes spellbound down into that mighty chasm.

At great pains I wheeled my motorcycle out on the very edge of the Rim for a picture. One slip and—well, it makes a man shiver to think of what might have happened. But there was no slip, and I obtained the much coveted photograph without the slightest trouble.

I cannot say that I recommend a trip by motorcycle to the North Rim to the rider whose nerves are not pretty steady, and who is not willing to put up with some hardships in order to attain his goal; but I am safe in saying that anyone who does make the journey will be richly repaid.

OHIO ROAD PLANS

Bill Would Have State Take Advantage of Federal Aid

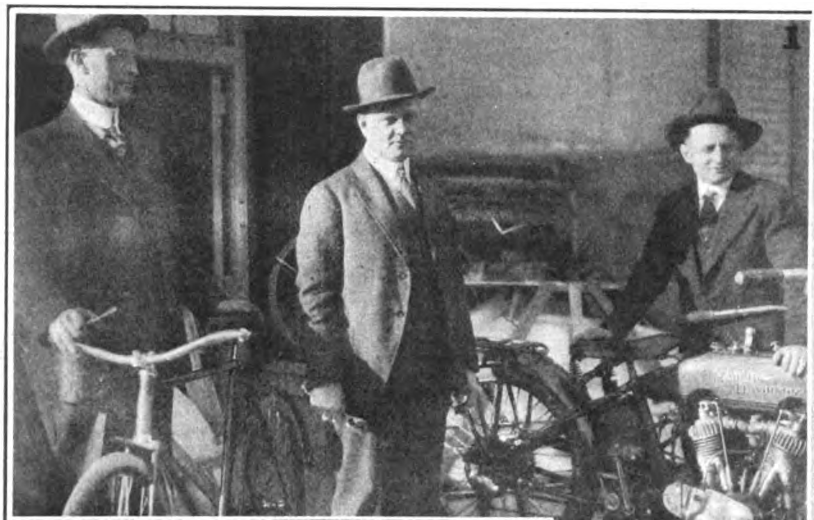
COLUMBUS, Ohio.—First steps toward obtaining federal aid in the building of Ohio roads were taken when Senator White of Erie County introduced a bill which pledges that the state will spend as much on any main market or intercounty highway during the next five years as the national government.

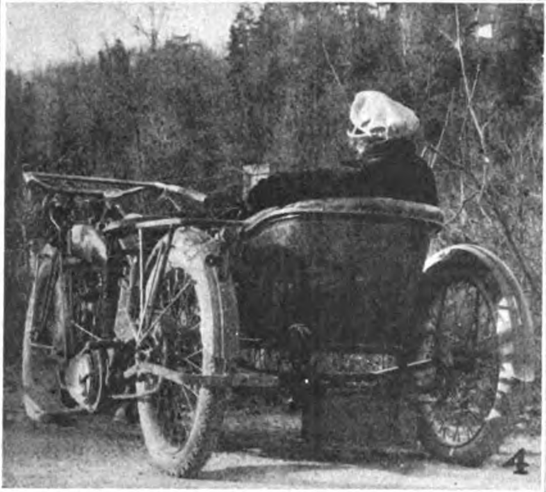
His measure would allow Ohio to reap the benefits of an act passed last July by Congress, which appropriated a huge sum for building and maintenance of roads, provided States expend an equal sum for the same purpose.

According to Highway Commissioner Cowen, $185,000 has been apportioned by Congress for Ohio in 1917. The amount is to be doubled next year, and that contribution in turn doubled for 1919. For each of the two remaining years of the five-year agreement the amount available from Washington is to be twice that of the preceding year. In all, approximately $2,000,000 will come from the federal treasury and Ohio will spend a like sum, under the White bill.

The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN





REEL 1, Scene 1—Arthur Davidson, Sales Manager Harley-Davidson Motor Co., snapped with J. D. Fraser and E. E. Wellborn, on his recent visit to Los Angeles prior to embarking for Australia.

Scene 2—Ivan G. Moorman, former Baker, Murray & Imbrie salesman, who is now en route to Cuba in the interests of the Indian motorcycle.

Scene 3—Lieut. Voldemar Sroechnokoff, Russian government ammunition inspector of Providence, R. I., who rides a Henderson.

Scene 4—1917 Reading-Standard-Rogers combination flanked by some Pennsylvania mountain scenery.

Scene 5—Lloyd Bell, salesman for Johnson & Meyers Co., Memphis, Tenn., who have just taken over the distribution of the Cyclemotor in nine States.

Scene 6—A Reading-Standard being demonstrated to an entire family on the famous Pikes Peak highway near Colorado Springs, Colo.

Scene 7—A little Massachusetts girl who is an out and out Pope lightweight enthusiast.

Scene 8—On the edge of the Palisades over in Jersey, showing an Indian rider plowing through a couple of inches of freshly fallen snow.

Scene 9—W. F. Voss, Peoria, Ill., who bagged seven rabbits on a recent hunting trip in less than two hours with the aid of his Excelsior.

Motorgraphs

PRESENTED IN TWO REELS ~ ~

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REEL 2, Scene 1—Andrew Lardino, who handles the R.-S. in Jersey City and who is a keen enthusiast.

Scene 2—How the Wegman Fish & Oyster Market, of Rochester, keeps its customers. The outfit is a Harley-Davidson with special body.

Scene 3—Dayton motor bicycle used for light delivery service by F. M. Parker & Co., of St. Paul, Minn.

Scene 4—James French, of the motorcycle department of Baker, Murray & Imbrie, demonstrating a Powerplus with Cygnet rear car with Joseph Sofferman, Bayonne Indian man.

Scene 5—Family of A. M. Tandy, Temple, Okla., on the Oklahoma-Texas toll bridge across Red River. Yes, it's an Indian.

Scene 6—A couple of Harley-Davidson Cygnet rear car outfits used for service work by the Municipal Gas Co., Albany, N. Y. The gas company has a fleet of four such outfits.

Scene 7—Quintet of members of the Dixie M. C. of Roanoke, Va., out for a little speed work.

Scene 8—Orvis Newby, of Newby Brothers, Henderson dealers, Kansas City, Mo., demonstrating a Henderson with Flexible sidecar.

Scene 9—Plowing through the deep snow drifts after a heavy all-night snowstorm in northern Michigan. The outfit is a Henderson with a Rogers sidecar.

Scene 10—Mrs. Charles A. Houghton, of Grosvenor Dale, Conn. Mrs. Houghton and her Powerplus are firm and fast friends.

Vagaries of Valve Timing

Do the Valves Open and Close on the Dead Centers? Never, and No Two Makers Time Their Valves Alike. Plenty of Opportunity for Individuality—Stock and Speed Motor Valve Actions Compared

The Part That Gas Inertia and Momentum Play in Valve Setting

By D. B. PANGBURN

IN speaking of valve motion, instruction books usually cover the subject with some such statements as these: The four cycles (strokes) or half revolutions of the motor are called compression, explosion (or expansion), exhaust (or scavenging), and intake (or suction). The exhaust valve is closed during the compression, explosion and suction strokes, and open during exhaust; the inlet valve is closed during the compression, explosion and exhaust strokes, and open during the suction stroke.

If these general statements were exactly true, then all engines of the same type, which had the same piston displacement, valve dimensions and valve lift, would produce approximately the same results, and one builder would not be able to produce any better or more powerful engine than another.

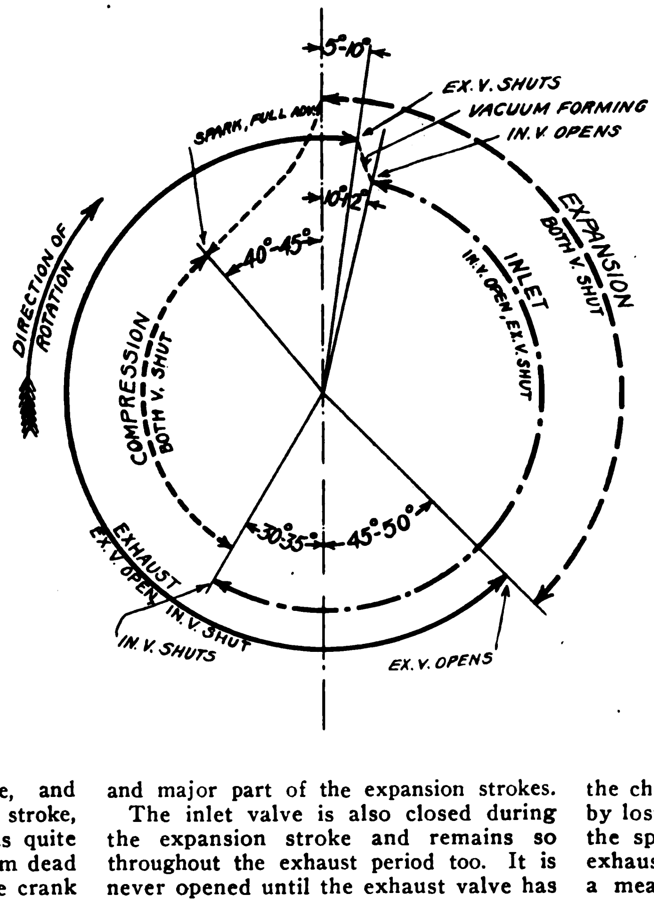
Effects of Inertia of the Gases

But the interesting fact is that these statements are not strictly true. Therefore, competition is not dead, and experiment is constantly producing better and better motors.

Consider then the valve motion, which is by no means as simple as the first statements above would imply it to be, but is modified very considerably in order to take advantage of what is called the inertia of the gases, meaning their tendency to continue in whatever state they are—to remain stationary when still, and by their momentum to keep on moving when in motion.

Beginning with the exhaust valve; it is certainly closed at the end of the compression when the explosion takes place, and remains so for nearly half a stroke, but it opens before the piston has quite reached the lowest point, or bottom dead center. In fact, it opens when the crank pin is 45° to 50°, or one-eighth of a turn from the bottom (see diagram), which with a four-inch stroke means when the piston lacks half inch or so of having reached its lowest point.

This is because the amount of extra push which the gases can give the piston beyond this point is not worth counting, while experience shows that the engine will keep cooler and exhaust more thoroughly if the small expansive power left in the gases is used to start them out through the exhaust pipe. The valve is therefore opened and remains so until the piston reaches the top of the stroke and a little beyond, usually 5° to 10° of the crank travel. This is so that the momentum, or inertia, of the burned-out gases, which are moving at a high speed ahead of the rising piston, will have all the chance possible to carry them out of the cylinder and get it well cleaned out before the valve closes. When it finally shuts it is back in the position where we started with it, and stays closed during the suction, compression and major part of the expansion strokes.



The inlet valve is also closed during the expansion stroke and remains so throughout the exhaust period too. It is never opened until the exhaust valve has closed. Indeed, it does not open immediately then. The force which causes the charge of explosive mixture to flow into the cylinder is the difference between the pressure of the atmosphere outside and the pressure (lower than atmospheric because of suction, or, in other words, a partial vacuum) in the cylinder. The greater this difference in pressure the faster is the flow of the gases.

For this reason the inlet valve is left shut until the piston has started down a short distance, so as to produce a partial vacuum before the valve opens. The opening usually takes place when the crank pin has moved 10° to 12° from the top position, which in a four-inch stroke would carry the piston about one-sixteenth of an inch down from the top.

When the inlet finally opens the gas comes in with a rush and literally chases the piston down the cylinder. Yet because the piston has such a good start and accelerates so rapidly in the first half of the stroke the gas never fully catches up with it, so that even when it reaches the lowest point the pressure in the cylinder is not up to that outside, and gas is still entering.

Regulating the Inlet Valve

To take advantage of this continued flow and of the inertia of the gas, which also tends to keep it flowing on into the engine and thereby to fill the cylinder as fully as possible, the inlet valve is left open a little longer—until such time, in fact, as experience has shown, as the rising piston brings the pressure inside up to that outside, overcomes the inertia, and, so stops the inward flow of gas. This point is usually about 30° to 35° of the crank pin past the lower dead center—though it may vary from 25° to more than 35°, depending on the motor and the desired speed—and here the valve is designed to shut.

It is evident that to locate this latter point is a very delicate matter, and also a very important one. With the cams made and set just right for some certain high speed they will not be quite as right for any other speed, and may be thrown out by the changing of the valve adjustment, or by lost motion due to wear. The higher the speed of the engine the sooner the exhaust can begin to open—for it takes a measurable time for it to reach full opening.

The main difference between stock and fast machines is in the cutting of the cams, which are designed in fast motors to get the valves as quickly as possible to full opening, leave them open up to the very limit and let them shut instantly, regardless of shock; also to open them farther than in stock motors.

The diagram shows graphically the location of the crank pin with relation to the position of the valves at any time, as well as points where the valves operate.

Knocking and Its Causes

Conditions Which Give Rise to Engine Noises and How They Can Be Eliminated; Care of Motor Will Prevent Occurrence of Troubles

By D. R. HOBART

IT is safe to say that every rider has had his motor knock at some time or other, but in nearly all cases, an immediate correction of the noise was made by a twist of the spark grip or a reduction of air going into the carbureter. However, there are other conditions which give rise to this form of trouble-indicating noise, and it is not at all unlikely that motorcyclists will experience some of them sooner or later.

With the possible exception of one case the causes of knocking can be traced to neglect of the motor by the rider. The exceptional case will be noted below.

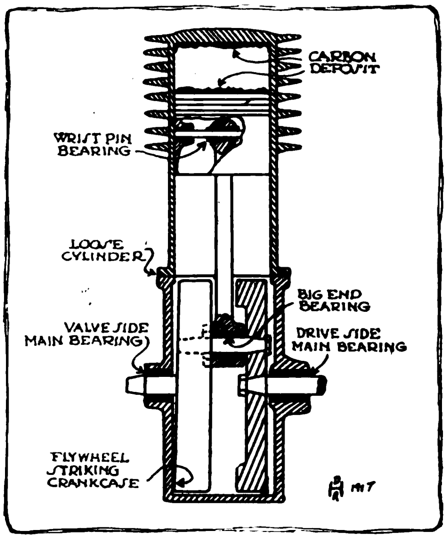
Too Much Advance

The most usual knock is that due to the spark being too far advanced for the speed at which the motor is running. This is met with in hill climbing or when riding against a strong wind. Retarding the spark gradually is the cure.

A second form of knock occurs when climbing very steep hills, when dropping the valves or rounding a corner and when speeding up on a level stretch. The remedy is to rich up the mixture and to do it quickly; placing the hand over the auxiliary air port to partially choke the air supply will do the trick.

Over-oiling with its resulting carbon deposit is another common cause. The compression space is reduced, increasing the pressure in the cylinders. A good scraping or burning out with the oxygen flame will put things right again, while regular doses of kerosene after riding will prevent any sooting.

In the drawing are shown places where knocks have their source. Next to carbon deposit, worn bearings on the drive side main shaft and big end of the connecting rods are most frequently met with. The cause is lack of oil on the bearing surfaces, while the remedy is refitting the bearings or replacing them with new ones.



Section of Motor Showing Places Where Knocks Have Their Origin

The wristpin bearing is rarely worn, as the small end has a very short travel and the splash inside the piston is usually ample. Looseness in motor shafts, including the crankpin, gives rise to rattling knocks, and in extreme cases the flywheel may scrape or strike the crank case. When the latter happens it can be recognized by its peculiar thump at regular intervals.

The flywheel hitting the crankcase may also be due to a bent crankpin or shaft. The cause usually is a heavy backfire, and the remedy is replacement.

Loose Cylinder

In some of the older machines the threads on the cylinder holding-down bolts get worn and the cylinder becomes loose on the crankcase. This may also be due to carelessness in reassembling the motor, there being some foreign matter between the surfaces. Where the bolts are defective they should be replaced, and a good cleaning off will generally result in a tight joint at this point.

Bad oil or too little oil is another cause, with an obvious remedy. A rare cause is incandescent sparkplug points, especially when the plug is located in the center of the cylinder head. Too high a gear for the work will also make the motor knock, as will over-driving. The latter means running the motor too long at a high speed, when it tends to overheat, and the remedy is to let the cylinders cool.

Tracing Ignition Troubles

Quick Method Whereby Source of Poor Operation Can Be Run Down, with Remedies in Each Case

By JOHN O'BANNON

WHILE trouble with the magneto is of rare occurrence in these days, the ignition apparatus on some of the older models of motorcycles has probably been neglected and the cause of imperfect working may be tracable to the magneto. Here is a brief method of running down the cause, the work ending when the magneto is full of water or internally short-circuited. These conditions call for a visit of the magneto to a service station or to the maker.

Testing the Sparkplug

Remove the sparkplug and with the cable attached lay it on the cylinder so that the terminal end does not touch metal. Crank the motor; if there is no spark at the plug, remove magneto terminal corresponding to the cylinder being tested, and connect from this point by wire to magneto body, leaving a small gap at end of wire. If the spark now passes, the cable is defective.

If there is no spark at all, take out high tension magneto terminal (brush holder) carefully and see if carbon brush is broken. If this is the case look for the pieces. A broken brush can be fished for inside the magneto with jiffy solution on the end of a wire. Next clean the slip ring with a clean rag rolled into a point while revolving the armature shaft of the magneto (by cranking the motor).

An emergency brush can be made from the lead in a black lead pencil if the fragment of the broken brush cannot be fitted to run home on.

Now put in the brush holder and try again. If there is still no spark remove the contact-breaker cover and see that the little fibre block on the arm is not worn; that the platinum points separate the proper distance, using the gauge on the magneto wrench for this. Take hold of the rocker arm and see that it moves freely.

It may be that the fibre bushing for the arm is swelled; this will be shown by stiff working of the arm. Take out the hexagon head long screw in the center of the pivot and use the threads to enlarge the hole in the bushing, working the screw back and forth in a circle for the purpose. Inject a little gasoline around the arm pivot to cut any grease that may be there.

Don't flood it with gasoline, however. Insert the long screw and try for a spark again.

If you don't get a spark by this time the magneto needs attention from the service station or the manufacturer.

Protecting Magneto Terminals from Wet

IN putting on magneto cables when rain or snow is likely to be met with, short circuiting through wet at the terminals can be prevented by looping the cables below the level of the terminals. This will drain off any water. The loop can be taped to the diagonal tube of the machine for front positioned magnetos. It is well also to keep the cables away from the float chamber of the carbureter, as the dripping water may work its way into the carbureter and cause trouble.

Motorcycle Dispatch Riding Has Its Compensations

Girl Assistants in English Garages Are Among the War Time Innovations

More About Fellowship

Veteran Riders Express Interesting Opinions; One Gives Advice to the Dealers—the Other Blames Careless and Incompetent Riders

How Do You Think the Standard of Fellowship Can Be Improved?

EDITORS **Motor Cycle Illustrated:** It was with a great deal of interest that I read your recent article concerning "Fellowship on the Road." Nothing, to my mind, is quite so important to the future of the sport as the attitude of the motorist to his fellow rider, especially now that the motorcycle has assumed its proper place in motordom and the public eye There are many thrills of pleasure derived from riding, but none is so intense as that felt after trying the "Good Samaritan" stunt with a less fortunate brother on the road. Imagine the impression these little acts give to the passing automobilist. It is a rare occurrence to see the autoist stop to help another unless assistance is solicited.

That familiar little salutation you so often see in Jersey takes so little effort and at the same time has such far-reaching results.

To get at the real truth of the matter—to actually see if we are losing some of our fellowship on the road is a difficult question to answer except from a local standpoint. Every rider knows the true conditions in his home town, but to come to any general and logical conclusion would mean to accumulate thousands of letters and opinions from all the different parts of the country which is obviously impossible. Factory traveling men would be in the best position to formulate a just and true idea.

Some Personal Experiences

From my own experiences and observations I think that I can detect one evil which accounts in a great measure for the lowering of the standard of road fellowship. Allow me to make a few personal allusions.

I have had the pleasure of touring in the ten States included between Worcester, Mass., Lexington, Va., Pittsburgh, Pa., and Buffalo, N. Y., and have at one time or another stopped at the majority of agencies for my own make of motor in the principal towns in this territory. In some New England towns I found personal enmity between the agents of the leading makes of motorcycles, with the usual result—riders of one make of machine united against the other. In one of these towns I once had to stop at the agency for a make of motor not my own to enquire for the agent who sold my make of machine. Imagine my surprise when I was deliberately told that he did not know where he was located. Not only that, but I had to almost beg him to sell me a quart of oil.

In another town of the same State I once put my machine up for the night at the agency for my make of motor. I took great pleasure in asking the agent himself about conditions and was subjected to the wildest and most absurd statements about his competitor one could imagine.

I could mention other incidents had I the time that happened in western Pennsylvania and western New York, where I came away feeling ashamed that I was the owner of a motorcycle. Being accustomed to a high standard of fellowship at home I felt out of place.

You can readily imagine, therefore, that if agents are so inharmonious in their dealings with each other, what the direct results on the actions of the men who ride their machines are.

In some towns we find motorcycle clubs formed whose constitutions bar from membership men who ride any other than one make of machine. Speaking frankly, could conditions be worse for forwarding a wholesome sport? Do you wonder that in some places riders with "the milk of human kindness" in them complain that our road-fellowship is below standard? Can you see the sport progress out of such selfish and narrow-minded instincts?

Friendly rivalry is the best "booster" I know of, and this is best seen in the attitude of the manufacturers of the machines themselves. Do the big motorcycle men of to-day knock each other and defame each other's products and expect to increase their business thereby? I should say not; they understand only too well the value of thorough co-operation in business. Why should not some of the dealers wake up to their own weaknesses and get busy to boost and not to tear down.

The motorcycle club to which I belong takes great pride in the fact that we have riders of all makes of machines as members. Our success is due in great part to this fact.

A Vitally Important Subject

In closing allow me to suggest that in some parts of the country I think the road-fellowship is certainly below standard but only due to the reasons given above; and, worst of all, conditions will ever remain the same if the agents do not "get wise to themselves."

I trust that I have not shocked any of my readers (provided that this gets into the paper), but I cannot speak too strongly on a subject which is of such vital interest to the future of the motorcycle. WILBUR M. WALDEN,
President N. J. Motorcycle Club.

Blames Neglectful Riders

EDITOR, **Motor Cycle Illustrated.**—With reference to your article in the Feb. 1 issue on road fellowship, I am glad to see the complainants admit that we are "breeding a capable class of riders," riders who are really skilled in the handling of their machines. When we have a few more good riders, we will have less trouble with the type of motorcyclist who always looks to some other fellow to do his work for him.

I honestly do not believe that a fellow out for a run should be expected to stop for every Tom, Dick and Harry who has stalled on the road and do his repair work for him.

That would be more than fellowship, in my opinion; it would be pure graft. The average fellow who breaks down on the road today is inexperienced, and has some old "crock" that ought to have given up the ghost long ago. It's hardly fair to spend an hour of your good time, use your tools and possibly some of your spare parts, simply for the purpose of helping to keep that machine in action when it should be off the road altogether.

Some Riders Are Helpless

I pride myself upon being a good rider and a sportsman, and when a fellow who is in real trouble hails me, I, in common with most of my fellow riders, always stop and help him out. But I've been stopped so often by riders who seem to be too helpless to be out of the sight of a trained nurse that I'm beginning to think some of the boys are overdoing that fellowship stuff.

Once I met a fellow with a blowout. He carried no spare tube, but he seemed O. K., so I suggested that he buy a new spare that I had (I always carry a new spare, by the way). This chap said he could spare only a dollar, and that he would mail the rest of the money to me. Well, I'm still looking for it.

I had another case somewhat similar. I helped a chap out with a front set of springs on a big run to Pittsfield. No dealer in town had a set. Well, the "hard luck guy" took mine and explained that he had only enough money to stop over and get back home on. Being soft-hearted, I fell. I took his name and address and suggested that he send me the money when he got back home. The address was a fake, and I never got the coin.

Met another fellow on the same trip with the right pedal of his 1913 machine missing. Said he had lost it without knowing it. We were running on a time schedule, but as I was a little ahead of time, I took a chance and rode back over the road to search for the pedal. I found the pedal and brought it back. Then we discovered that the rider had no nuts to fit it. I broke my chain tool apart and used the part as a nut, it being just the right size. Finally I left the rider and rode, after seeing him in good shape. Fifteen miles farther on I had to stop to fix a puncture and my friend of the busted pedal came along and rode right past me without a word!

Do you begin to see why I am against being the boob? In none of these cases did the rider I assisted seem to appreciate what I had done for him.

Fellowship Average High

I am personally convinced that the average of fellowship among real motorcyclists is high, and that it will remain so, but we certainly cannot be blamed for tiring of the annoyances, often quite expensive, by the way, caused by the pests who take machines out on the road when they are in obvious need of repairs. If the pests would only look over their mounts in the garage, watch their oil, gas, etc., have a tire repair kit, a spare tube and some tools, they would be able to meet all ordinary emergencies.

Ninety-five per cent. of the riders of motorcycles today are the best sportsmen I have ever met; and there is no reason why the other five per cent. couldn't be just as strong on the sporting spirit if they would only be fair to themselves and to the boys they meet on the road.

New York City. W. H. ENELL.

Finds Fellowship Aplenty

EDITOR, **Motor Cycle Illustrated.**—Your article on fellowship among riders, in your issue of Feb. 1, interests me very much The fact that I believe that true friendliness does exist between motorcyclists is one of the reasons why I am using a power two-wheeler instead of a car.

I have never been in trouble yet on the road but what a passing motorcyclist has offered assistance—including carfare home in one instance!

This past summer my wife has been my boon companion, in the sidecar, and one day we decided to go to Bear Mountain for a one-day outing. My rear tire was down to the canvas in one spot, and my wife suggested that I had better put a new shoe on—but I failed to do so. We reached the park in safety, but coming home late in the afternoon we had a grand old blowout. "I told you so," remarked friend wife.

Well, I had no blowout patch and we were about 15 miles from the nearest garage, in Tuxedo, N. Y. Drivers of motorcars ignored us, and many of the occupants of the cars gave us that self-satisfied grin that is maddening when one really needs help. In about half an hour a motorcycle flew past, at about 40 miles an hour, and I took it for granted that the rider did not see my signal of distress. In a few moments, however, he came back and offered assistance.

This chap was unable to help me, and he finally went on his way. In about ten minutes he was back again, this time with an old patch which he had found in the road. He helped me to apply it and saw me safely on my way again. That rider was a total stranger to me, but believe me he had the true spirit of road fellowship.

Breeding Capable Riders

This country really is breeding a capable class of motorcyclists, if you refer to ability to handle the machines, and care in the appearance of rider and mount; and I believe that the two last named points have a great deal to do with boosting the game. Thank heaven, the "overall" class of speed fiends is going out rapidly, and I confidently expect that in a few years the motorcyclist will receive the same respect and consideration in the United States that he receives in England.

I have ridden motorcycles for upwards of 23,000 miles. ALFRED ANDERSON.

12 Cross street, West Orange, N. J.

EDITORIAL

By J. Leo Sauer

Cycledom's Part in National Preparedness

A MOMENTOUS crisis, long-deferred but ever-impending, now directly and immediately confronts the American people. By the time this issue reaches the readers of **Motorcycle Illustrated,** we may actually be at war with by far the most powerful forces with which the United States has ever waged hostilities.

It is probable that our armies will never meet on the battlefield those of Germany, Austria and her allies. Our country may not be wracked by the cataclysmic horrors by which Europe has been so terribly torn. We may not only save ourselves from so frightful a calamity, but also help bring about an early termination of the war, provided:—**We quickly demonstrate to the entire world our ability to so effectively mobilize our tremendous resources in men and materials as to prove our supreme readiness and capacity for any conceivable national emergency.**

The world, even including many of our own people, believes that the United States, despite its wondrous traditions, its monumental wealth, its wonderful commercial enterprise, is all but impotent to confront a first-class foreign power. This belief holds as well among the friendly Entente Nations as the Central European Alliance. Yesterday's reports from Berlin, for example, were substantially to the effect that this country would not figure to any extent for **at least six months,** and that, in the interval, Germany will have won the war as a result principally of her unrestricted submarine campaign.

As between the warring European nations, the writer is neutral, and was thoroughly in sympathy with President Wilson's efforts in the interest of peace. And even though our embroilment in the war now actually impends, we believe that the United States was never in a more strongly strategic position to effect peace negotiations than we are at the present moment.

How? We repeat, by proving our readiness and our unexampled strength. By convincing the world that the throwing into the balance of the titanic weight which we control will forthwith produce an inequality of forces so apparent as to make the ultimate result inevitable.

By no means do we infer the abject submission of Germany to the Entente. As the President so truthfully stated in his message to Congress, we are desirous of continuing our friendly relations with the people of Germany, Austria and of the other Central countries. And, provided we can demonstrate overwhelming strength, and do so quickly, we shall be in position to convince all the European belligerents that peace without a decisive victory for either side is not simply a Wilsonian dream, but must be effected if the world is to be saved, and our civilization perpetuated.

Such is our hope and our opportunity. The greatness of that opportunity, and the prospects of the realization of that hope, will directly depend upon our ability to quickly mobilize all our resources to the end of making our preparedness thoroughly national, absolutely complete and, consequently, of world-wide impressiveness.

Inasmuch as the motorcycle and the bicycle have become necessities of warfare, it will be the privilege of this trade to contribute more directly than many others to the Government's efforts to bring the nation into a state of powerful readiness for any emergency that may arise. That very readiness will do more than can any other factor to make the emergency remote. So, in the interests of world peace, a greater achievement by far than a victorious war, let each one of us do at least something to help make our nation effectively and impressively ready. Let us do our share to prove that the patriotism of the American people is as earnest and as practical as are, for example, our qualifications for manufacturing and business leadership.

To that extent by which America **surprises** the world by its preparedness for war, will the greatest cause of all, that of universal peace, be brought nearer to its ultimate, glorious consummation.

Largest Circulation in the American Cycle Field

It will cause no surprise to our advertisers, of course, nor to most of our other readers, to learn through this formal announcement that Motor Cycle Illustrated has the largest circulation—bed-rock, and guaranteed—in the American motorcycle and bicycle fields. That much doubtless has been taken for granted.

But the fact that Motor Cycle Illustrated has become a member of the Audit Bureau of Circulations, and that an official audit of this journal's circulation has just recently been completed, lends pertinence to the statement at this time.

You have for years past looked upon Motor Cycle Illustrated as the pacemaker in its field—broadest in scope, brightest in pictorial treatment, snappiest in news and breeziest in special features, and we ask now that you credit us with the crowning attribute of the truly national cycle magazine.

The Biggest Circulation

(A. B. C. Audit)

LATE NEWS

RULES FOR NEW JERSEY NON-STOP RUN

Will Go for Five Hours on March 11, and Is Open to Sidecars Only—Every Rider to Be Personally Observed

NEWARK, N. J., Feb. 6.—The New Jersey M. C. will hold an F. A. M. sanctioned, 100-mile non-stop contest, restricted to sidecar class only, on Sunday, March 11, starting at 10 a. m. and running until 2 p. m.

The object of the contest is to demonstrate the reliability of the modern motorcycle engine as well as to bring out the skill and ability of the driver of each machine.

A silver loving cup is the only prize, the course and the rules governing the contest being of such severity as to develop but one high score. Should any ties result, the contest is to be run off again within thirty days of the first event.

A course approximating 33 miles to the lap, over the back roads of the county, has been chosen and contestants are expected to complete three laps on a running schedule of 20 miles per hour without stopping their motors during the five hours of competition.

Check stations will be used, several points along the course being designated, but the actual station will be up to the checkers themselves. The customary 1,000 points will be used, deducting for early or late arrival at checks at the rate of 2 points per minute for early and 1 point for late arrival, no allowance being made for difference in watches.

Contestants are required to nominate an observer who will be assigned to ride in another competitor's car noting all infractions of the rules as set down by the club.

Contestants may move in but one direction, and that toward the next check-station, and must keep under way at all times except in case of puncture or adjustment, when the motor must be kept running during the time of the stop.

Stopping the motor for any reason whatsoever means elimination from the contest.

Observers may help the drive of the machine, if asked to do so, but must note the same and report to the committee in charge.

The course will be marked with flour at all turns, as well as the orange triangle, so that no difficulty will be experienced in keeping on the designated route. Check-stations will be marked with orange flags.

The event will be run off regardless of weather conditions, as is customary with competitions promoted by the New Jersey M. C. Entry fee is to be 50 cents and blanks will be ready for distribution about February 15. Any further information may be had by addressing the New Jersey M. C., 847 Broad St., Newark, N. J.

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TROXEL FOR $1,000,000

Elyria Saddle Maker Reincorporates; Capital All In; New Plant Building

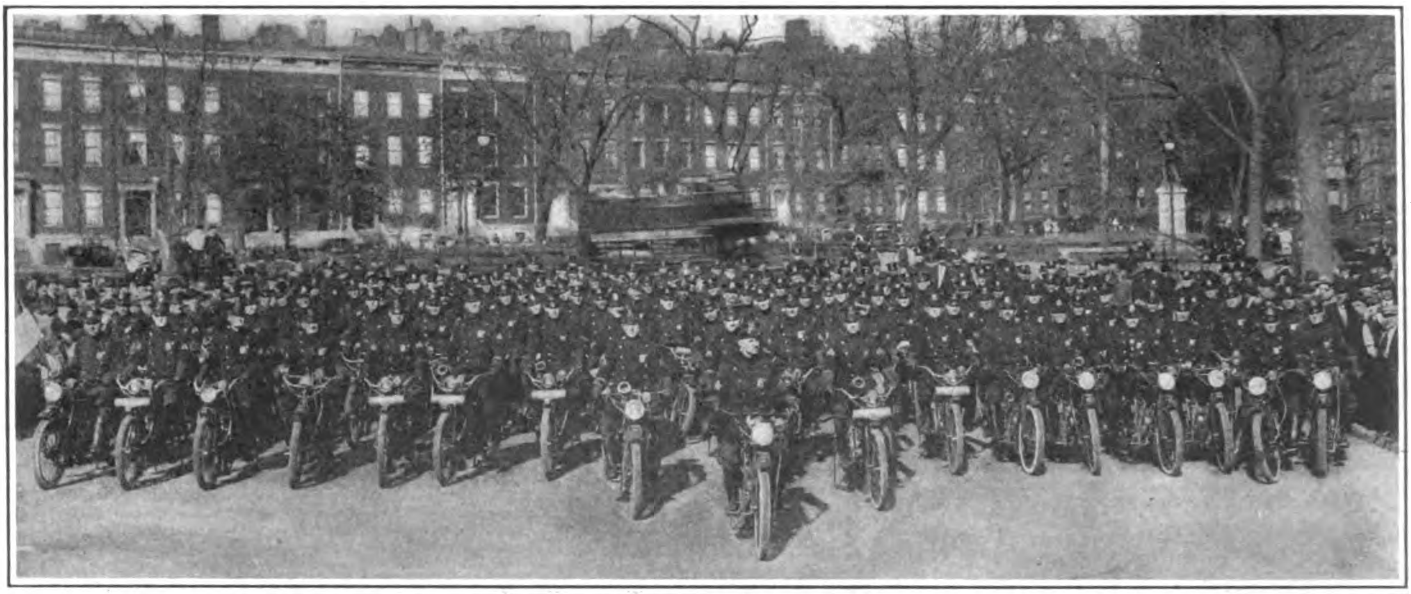
ELYRIA, Ohio, Feb. 6.—As an indication of the prosperity that has come to the Troxel Mfg. Co., maker of Troxel saddles, during the past and of the high hopes for those behind the concern for the future, the company has been incorporated within the past week with an authorized capitalization of $1,000,000. Of this amount $500,000 is in preferred stock and the balance in common. The capital is all paid in and is to be used to provide greater working facilities for the concern to take care of orders actually in hand.

The new board of directors comprises Dave S. Troxel, president; John Brandt, treasurer and general manager; R. E. Jackson, sales manager; E. E. Creswell, vice-president; L. B. Fauver, secretary, and Forest Grover, C. E. Lozier, and L. B. Fauver.

It is pointed out that besides showing profits of approximately $250,000 for the present fiscal year which ends in June, the company has purchased its present plant and is now erecting a new four-story factory building of thoroughly modern design on Washington avenue.

NEW YORK'S MOTORCYCLE POLICE SQUADS READY

Perfectly Drilled Corps on Hand to Check Possible Outbreak of War Riots



Lineup of the Motorcycle-Mounted Men of New York's Police Force, Who Are Giving a Good Account of Themselves in Present Crisis Due to Threatened Hostilities with the Central Powers

NEW YORK, Feb. 6.—Working side by side with the motorcycle mounted men of the New York National Guard in an effort, which up to date has been entirely successful, to check any serious outbreak or rioting in view of our break with Germany is the motorcycle squad of the New York police force which has been recruited to full strength and which has been drilled to a remarkable state of efficiency.

Immediately the present crisis threatened, Chief Inspector Schmitberger summoned members of the police machine gun crews to Police Headquarters and steps were taken to hurry along the formation of a motorcycle auxiliary machine gun squad to work with the regular crews.

In the meantime, the police have replaced many of the National Guard and Naval Reserve men, who following the break were stationed to guard the East River bridges and other public works in and around New York, relieving the enlisted men for services elsewhere in the state. The motorcycle men are kept on the hum doing courier work and patrol work between these various points.

At the same time riot guns quite ready for use in case of any serious outbreak have been stationed at various parts of the city.

ANOTHER LINE

Baker, Murray & Imbrie Buy Camp Kit Plant and Patents; In Big Demand

NEW YORK, Feb. 6.—Baker, Murray & Imbrie, Inc., have bought the entire stock and patents from the manufacturers of the Camp Toilet Kits, and from now on these kits will be made in their own tent and canvas goods factory, and will be equipped the same as before.

They intend selling the three different styles, namely, Sportsman Model, list $4.50; Soldier's Model, list $3; Junior or Boy Scout Model, list $2.

All these kits are very popular amongst the campers, sportsmen, tourists, soldiers and boy scouts, and were used extensively by the National Guardsmen during their stay at the Mexican border.

NEW HENDERSON BUYER

C. D. Watkins Takes Up Position of Purchasing Agent for Detroit Company

DETROIT, Mich., Feb. 5.—C. D. Watkins, formerly in charge of the accounting department of the Henderson Motorcycle Co., has just been made purchasing agent, succeeding William Weis, who has severed his connection with the Henderson factory to enter another manufacturing field.

Purchasing Agent Watkins, prepared by the extensive experience gained in the accounting department relative to costs of materials, has set about installing a new system which he believes will enable him to keep the supply of Henderson material always abreast of the factory demands. Orders for metals required for various parts are placed well in advance, under binding contracts, with delivery dates specified, and records of stock on hand are arranged so as to show each day the supply which is left, and to indicate how soon more must be had to prevent a tie-up in production.

Some time before the specified date of delivery Watkins starts an investigation to learn of the progress of the order and if there are indications that it may not reach the Henderson factory on time, he gets busy with a sharp stick to prod the firm which has the contract into extra activity to get it out on time. He believes that this system will enable him to solve the raw material problems with which all manufacturers have been beset for a year or more.

C. D. Watkins

WHOSE MACHINE?

Luverne Man Stores One for Rider—Thinks It's Been Stolen

LUVERNE, Minn.—John Koehn, local agent for the Independent Harvester Co., has about become convinced that he has been harboring a stolen motorcycle for several months.

Early last fall a young man drove up to Mr. Koehn's place of business on the motorcycle and asked to store the vehicle there.

At that time the man explained that he had come from the north and expected to obtain work in the harvest fields. He left his name with the information that in any event Mr. Koehn would be able to reach him at Braddyville, Ia.

Since then Mr. Koehn has made two attempts to communicate with the young man, but each time the letter has been returned with "party unknown" stamped across it.

PLANS PROGRESSING FOR "INDIAN DAY"

More Dealers in All Parts of the Country Will Celebrate February 22nd Than Ever Before—Bicycle Plans Being Worked Up

SPRINGFIELD, Mass., Feb. 6.—Thursday, February 22, again will be celebrated by Indian motorcycle dealers all over the country as "Indian Day." The Hendee Manufacturing Company, through its advertising and promotion departments is bending every effort to make the coming celebration eclipse anything in that line that has gone before.

The marked effect that Indian Day as celebrated for the past two years by dealers in the Hendee product has had on the sale of new machines as well as on general trade enthusiasm has led to a fuller adoption of the project by Indian dealers the country over.

As a result the dealers who last year went to no very great effort in carrying out the plans outlined by the factory for the occasion are this year bending every effort to reap the full benefit from staging a stimulating celebration of this sort.

Indian Day to most of the trade means a day when the dealers in the Wigwam products keep "open house," sending out invitations to riders and prospects throughout their territories to come in, look over the new models and partake of the sort of hospitality and good fellowship that Indian folk have always been noted for. Some of the dealers go so far as to provide refreshments and souvenirs for the occasion; others make it the occasion for a little run —but all without exception seize the opportunity to bring home to the assembled enthusiasts the new features which characterize the latest Indian creations.

It is planned this year to make Indian Day quite as much of an Indian bicycle celebration as a motorcycle affair.

CLEVELAND POLICY

Gilbert Revamps Eastern Sales Plans; Intensive Cultivation the Aim

NEW YORK, Feb. 5.—Cleveland sales plans for the eastern states were somewhat revamped by Sales-manager Gilbert, on a visit which terminated last night, with a view of providing for more intensive cultivation.

By the new arrangement the New England states with the exception of Connecticut are to be handled through distributors. C. W. Waughop, eastern factory representative, with headquarters at 172nd street and Broadway, New York, who formerly handled all of the eastern states now will get closer to the dealers in the states of Connecticut, New Jersey, Pennsylvania and New York than the broader field permitted.

STRONG MEASURES FOR SPEEDERS

AUSTIN, Texas.—Efforts are being made to secure passage of a bill that will define reckless driving and provide a severe penalty for charges of reckless driving and aggravated assult. This law is desired by those cities and counties in Texas striving to overcome speeding.

WANTS MACHINES FOR DENMARK

NEW YORK, Feb. 6.—N. C. Peterson, 51 Manhattan avenue, New York, representing the Danish firm of N. Odgaard, Lemvig, Denmark, is in this country seeking to establish relations with American motorcycle manufacturers for the Danish agency. Peterson stands ready to take 25 heavyweight twin machines immediately, cash on delivery in New York, and to make his arrangements for ocean transportation himself.

MOTOR BATTERIES FIRST OUT

(Continued from page 9)

One of the most spectacular features of the partial mobilization of the state troops was the despatch of the First Armored Motor Battery of the 22nd Engineers under Captain Montgomery and Sergeant Chapple to the Croton Aqueduct. The detachment of motorcycles accompanied by armored cars, some mounting powerful searchlights and other machine guns, startled the people along Broadway as they rumbled out of the city to take up guard duty.

One of the armored cars accompanied each of the divisions of ten motorcycles and took up its stand at one of the many gate houses along the length of the new aqueduct. Despite a near blizzard which struck New York and environs late last night, the motorcycle men have kept the separate gates in constant communication. The riders are provided with 40 rounds of ammunition and have orders to shoot to kill. The watches are divided six hours on and six off, which with the snow drifting six foot high in spots, and with a razor edge gale blowing 60 miles an hour as it is this morning, is ample to try the mettle of the most seasoned rider.

BLIZZARD WORKS HARDSHIP ON MOTOR BATTERY

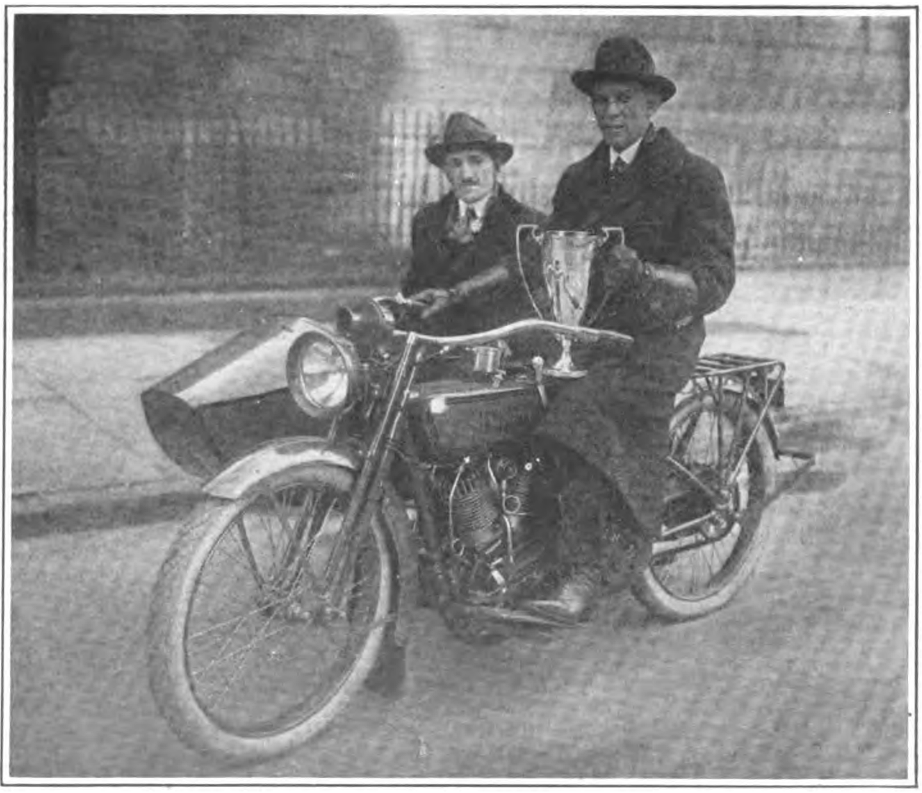
TARRYTOWN, N. Y., Feb. 6.—Members of the First Motor Battery from New York made their headquarters on John D. Rockefeller's estate near Tarrytown. The men were on duty all yesterday in the same clothing they wore on the Mexican border, without gloves or boots, and their suffering in the blizzard was almost unbearable. They have asked for relief, and another detail was expected to arrive in Tarrytown late last night.

Women in the neighborhood let some of the men have gloves and others sent them hot coffee and food during the day. One motorcycle guardsman said that riding over the windy hills on Mr. Rockefeller's estate was like patrolling the Alps. It is always the highest points that must be patrolled. The motorcycle couriers got lost in a blinding snowstorm yesterday morning, and it was several hours before they got back to the gate house, which is the quarters for the men. The big armored motor car is being used to plow through the drifts.

Capt. Montgomery has his headquarters in the Tarrytown police station, and the members of the battery have been granted the privileges of the local Y. M. C. A.

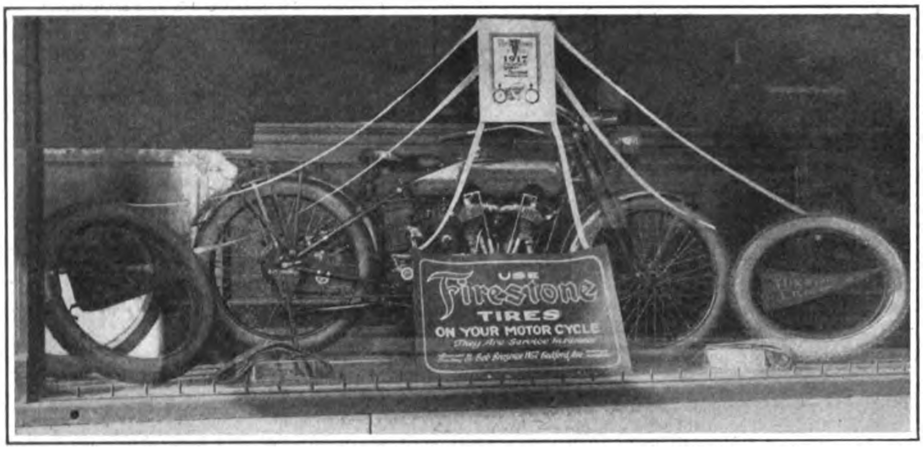
Particular attention is being given by the guardsmen to an important aqueduct shaft on the Rockefeller estate. Here searchlights were playing last night, and machine guns have been mounted.

HE TOOK SECOND HONORS IN ELLIS' RUN



E. C. MacDonald of Wood's Sales Staff and His Harley-Davidson Midnight Run Cup

TWO ATTRACTIVE CYCLE AND TIRE WINDOWS



This Bicycle Equipped With
Firestone
TIRES
Is Yours?

BROOKLYN, N. Y., Feb. 6.—Following out the recognized Firestone policy of consistent co-operation for the dealer, the Firestone branch in Brooklyn has just completed three striking window layouts, two of which are illustrated above. Every two weeks the branch will display in its spacious windows a different make of motorcycle, equipped with Firestone tires, and there will also be bicycles, Firestone-equipped, and appropriate accessories. In each instance the name of the dealer furnishing the motorcycle for display will be printed on an attractive card, thus linking up the display directly with the individual distributor.

KIPP'S COLD TRIP

Canadian Indian Traveler Found Rough Weather in the Maritime Provinces

MONTREAL, Que.—Herb Kipp, the Canadian Indian sales transcontinentalist, recently concluded a business tour of the Maritime Provinces and Quebec and then spent a week in Montreal to meet local dealers and riders. When asked what he had done in Canada's Blue Nose country, Down East, Kipp declared: "I froze both ears and a heel."

Kipp will be on the road again in a week or two, when he will call on the trade in Western Ontario.

An accessory which has found favor among Canadian dealers and riders is the Motophon, the mechanical warning signal which is made especially for the Indian.

BARNES GOES TO N. Y. SPORTING

NEW YORK.—George Barnes, who has been connected with the Bob Brazenor Co., Inc., Brooklyn distributors for the Harley-Davidson, in the capacity of expert mechanic off and on throughout the past ten years, has severed his connection to go with Baker, Murray & Imbrie, Inc., where he will assume similar duties. Barnes is well known to the local trade. While more intimately acquainted with the Harley-Davidson through long association with that make of machine, he is by no means unfamiliar with the details of Indian construction.

WEIN SALES INCORPORATES IN N. Y.

NEW YORK, Jan. 29.—For the purpose of manufacturing bicycles, accessories and specialties, the Wein Sales Corp. has taken out a charter under New York State laws, with an authorized capitalization of $1,000. Backing the concern are Lewis and Lena Wein, 362 East 124th street, and D. Israel, 345 West Forty-eighth street.

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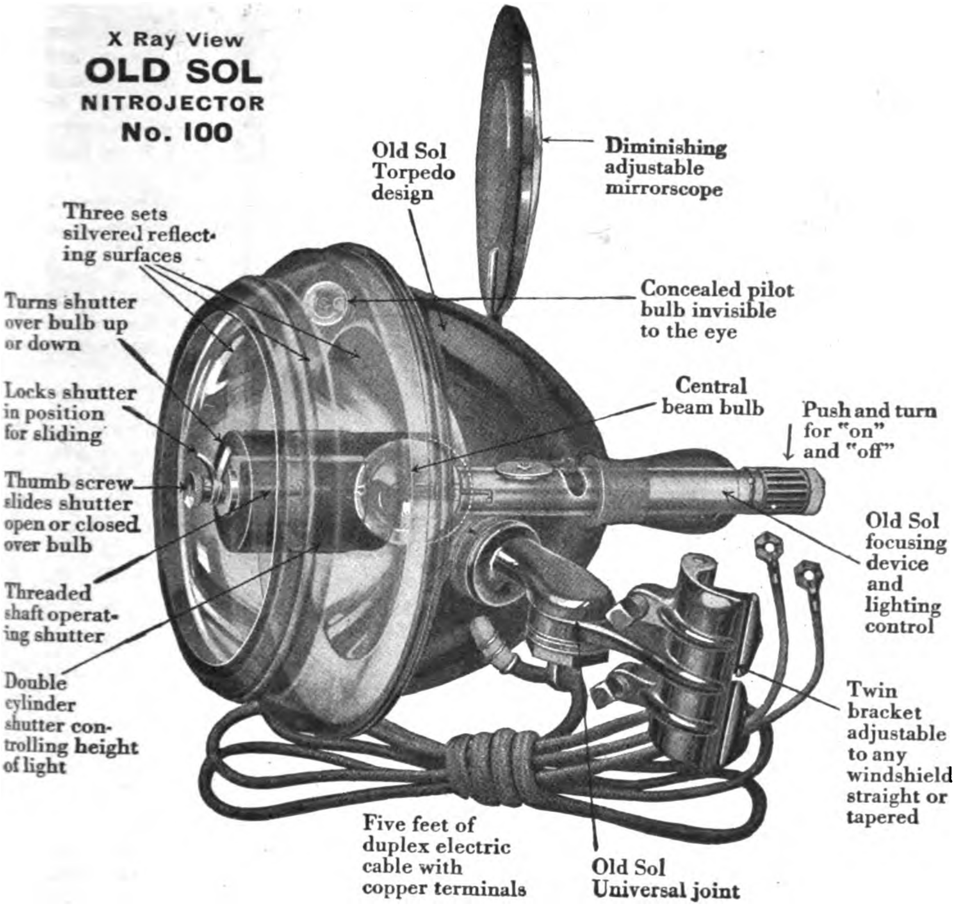
"NITROJECTOR" COMING FOR MOTORCYCLES

Hawthorne Company Will Offer Spotlight Now Used on Automobiles, for Two-Wheeler Use on 1918 Models


X Ray View
OLD SOL
NITROJECTOR
No. 100
Old Sol Torpedo design
Diminishing adjustable mirrorscope
Three sets silvered reflecting surfaces
Turns shutter over bulb up or down
Concealed pilot bulb invisible to the eye
Locks shutter in position for sliding
Central beam bulb
Push and turn for "on" and "off"
Thumb screw slides shutter open or closed over bulb
Old Sol focusing device and lighting control
Threaded shaft operating shutter
Double cylinder shutter controlling height of light
Twin bracket adjustable to any windshield straight or tapered
Five feet of duplex electric cable with copper terminals
Old Sol Universal joint

BRIDGEPORT, Conn., Feb. 5.—Such a degree of success has been metered out to the Old Sol Nitrojector spot light in the automobile field that the Hawthorne Mfg. Co. has definitely announced its plans to offer this special lamp as standard Motorcycle equipment on motorcycles bearing the 1918 nameplate. As a matter of fact in more than one instance, contracts for such lighting equipment have been signed with motorcycle manufacturers.

The Nitrojector is a focused light of extreme brilliancy, but minus the glare of the ordinary headlight. The result is brought about by the use of three silver reflectors which to all intents and purposes filter the glare out of the light. Other features are an instantaneous focusing device whereby the range of the light can be altered from a perfect pencil or spot directed with full intensity on any particular place or object to a full fan of light for general reconnoitering.

The light itself is housed in an ingenious cylindrical double shutter device which provides for the manipulation of the light. This device is the invention of E. A. Hawthorne and is the nucleus upon which the whole effectiveness of the Nitrojector depends.

For motorcycle use, the Nitrojector will, of course, be somewhat modified, especially as to brackets and minor fitments, but the principles upon which the device has won a name for itself in the motor world will be retained intact.

TO MAKE ECONOMY TEST

McBride Prepares for Officially Observed Trial with 1917 Henderson

TORONTO, Ont.—Just as soon as it is possible to see the color of country roads, Percy A. McBride, of Toronto, promises to pull off a fuel economy test with a 1917 model Henderson. He was unable to take part in the recent Henderson trials, but intends to do something along this line as soon as weather conditions give the opportunity for a fair experiment. McBride intends to make the demonstration official in every respect with observers, measured gasoline and measured course.

On the last Saturday afternoon in January McBride personally sold six Excelsior and Henderson motorcycles off the floor of his Toronto headquarters. Up to January 31 McBride had disposed of exactly 100 1917 Henderson models and his sales of new Excelsiors have also been heavy this winter.

HARLEY-DAVIDSON FOR EMERGENCY

PROVIDENCE, R. I., Jan. 29.—The Foss-Hughes Company, an automobile concern handling the Pierce-Arrow, has purchased a Harley-Davidson machine and sidecar for emergency work. They have a kit of repair tools in the machine at all times, so that if a service truck goes wrong on the road the motorcycle man is hustled out to repair the damage.

FRISCO PARAGRAPHS

News of Trade and Clubs in California's Metropolis

SAN FRANCISCO, Cal., Feb. 3.—Hopkins & Alzina are busy unpacking a carload of Reading Standards which arrived a few days ago. Alzina is to leave this city for a tour through his territory tomorrow.

OSCAR BURLAND, in charge of the parts department at the local Thor factory branch, is now recovering from an operation for appendicitis in the hospital. He was taken ill a short time ago, but is expected to be around again in a short time.

THE sample Smith Flyer has arrived here at the headquarters of the Appeal Manufacturing & Jobbing Company, which firm recently took the agency for the Smith Motor Wheel and the Flyer. It is attracting a great deal of attention.

ABOUT fifteen riders for this city rode to Princeton in the rain last Monday and went fishing. They hired a launch and had a good catch all around. The fish were cooked at a local restaurant and the feast was followed by an impromptu dance.

SEVERAL members of the San Francisco M. C. took a run to Santa Cruz last Sunday to look into road conditions in that section. Through Chittenden Pass mud up to the hubs was encountered and the party was delayed several hours. On the return via Gilroy the roads were found in good condition. A committee had been appointed by the club to locate new quarters.

A. FREED, manager of the Pacific Motorcycle Supply Company, is back from a trip to Los Angeles, during which he called on many of the Southern California dealers. He says the prospects for the Indian Light Twin are excellent and is now arranging for an extensive advertising campaign featuring this model.

LICENSE EXTENSION

The 1916 Plates Will Be Used in Ontario Until February 15

TORONTO, Ont.—Because of a delay in securing the 1917 number plates for motorcycles in Ontario, the Provincial Government extended the time limit for the use of 1916 markers to February 15. The 1916 permits will not be valid after that date. This arrangement, though intended as a concession to riders of this Province, has worked a hardship on a number of new riders who desired to make immediate use of 1917 models. It was impossible to secure 1916 number plates after December 3, 1916, yet the 1917 markers were not available for six weeks after that date. The early enthusiasts were compelled, therefore, to keep their new machines in cold storage until the middle of February.

The Government has said no more regarding the proposal to compel all motorcyclists to use two number plates on each machine and it is understood that the authorities have postponed action for a year at least.

Bulletins From California

DERKUM WAS SNOWBOUND

Cleveland Traveler Had Novel Experience in "Sunny" California

LOS ANGELES, Jan. 24.—"Daredevil" Derkum, for the first time in his life, was held snowbound in a California city last week. Derkum, who is traveling southern California to line up Cleveland dealers for the Weinstock-Nichols Co., went north to meet H. J. Banta, sales manager of the Cleveland branch of the Weinstock-Nichols company in Fresno. Returning as far as Bakersfield, he intended to leave there Wednesday night, but found that the snow was falling so fast that it defied the activity of giant snowplows drawn by six-mule teams.

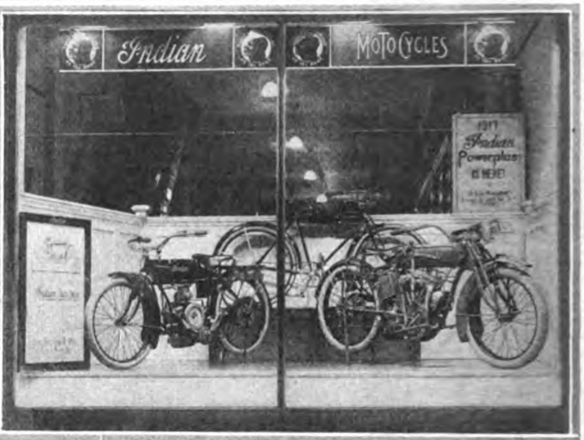
Motorists were afraid to go up the Ridge route, because once in the snow they would be unable to turn around and go back, so Derkum "stuck around" and Manager Drury of the Bakersfield Garage got together the members of his staff and salesmen for a big dinner at Lebec, in the lower snowclad region of the mountains.

On Sunday 35 members of the Bakersfield M. C and fully 300 automobilists made a great procession through the mountains to see the deepest snow in years. That night Derkum waited till late so that he would have the whole road to himself, and then set out with his motor car, with a Cleveland lashed on the side, as shown in a recent number of **Motor Cycle Illustrated.** He went through in 8½ hours.

SEVEN MORE FOR COUNTY COPS

LOS ANGELES.—The Indian agency has been making a strong bid for the business of the L. A. County motorcycle officers, and has just closed a deal for the sale of seven 1917 special Powerplus models.

MASLEN'S REMARKABLE WINDOW ILLUMINATION



GEORGE Maslen, the Indian man in Philadelphia, has completely solved the problem of illuminating his show windows, as well as the interior of his store, at night. After giving the matter much thought the progressive Philadelphian worked out the flood lighting system shown in the photographs above, and it will be noted that truly wonderful results have been obtained. It will be noted that the main show window is as bright as if the photo had been taken in broad daylight.

BIG FIRESTONE PROGRAM

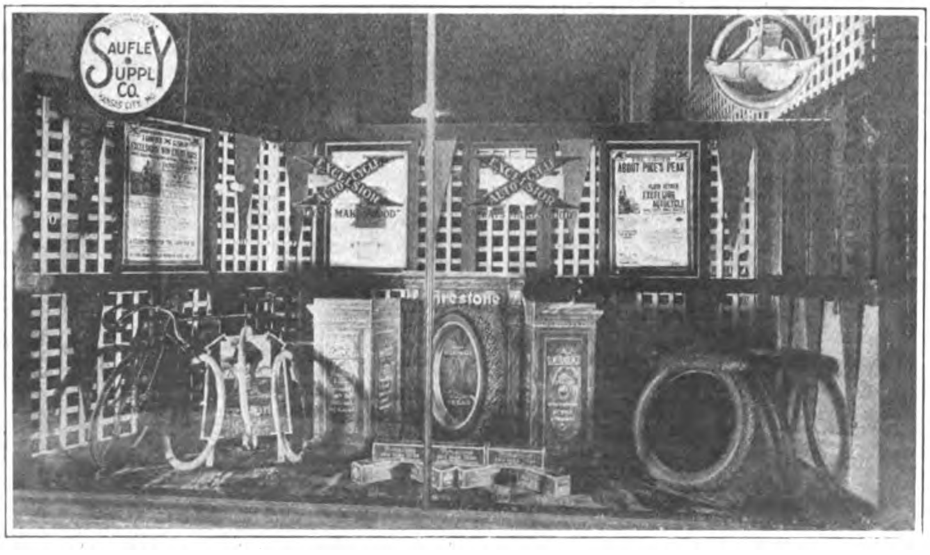
Celebration Is Held in Los Angeles Over New $150,000 Branch Building

LOS ANGELES.—By proclamation of the Mayor of Los Angeles, Jan. 31 was known as Firestone Day here. The designation was authorized in recognition of the success of the Los Angeles branch of the Firestone Tire & Rubber Co., in sufficiently contributing to the company's increase of 257 per cent. in its business in five years to warrant a $150,000 building in Los Angeles, one of the finest structures in the automobile district of the city.

The celebration of the day on the part of the Firestone company consisted of ceremonies by which the building was dedicated to the dealers in the territory who are responsible for the business which has made it possible. The Firestone company made arrangements to entertain as its guests about 700 dealers from the territory served by the Los Angeles branch, namely, southern California, Arizona and southern Nevada

In the afternoon there was a business meeting, at which the dealers were greeted by Vice-President R. J. Firestone and Stacey Carkhuff from headquarters. Advertising Manager E. S. Babcox was expected to be present, but was detained at Akron by illness in his family. In the evening closing exercises took place at a banquet at the Alexandria Hotel, where the dealers were addressed by Mayor Frederick T. Woodman, Chief of Police John L. Butler, one of the traffic experts of the country; John S. Mitchell, president of the Los Angeles Chamber of Commerce, and Miss Anita King, of transcontinental tour fame.

STRIKING TIRE DISPLAY OF SAUFLEY SUPPLY CO.



Kansas City Excelsior Agents Feature Motorcycle Records and Firestone Tires in an Impressive Layout; Also Link Up the Bicycle Idea

PLANS FOR SEASHORE QUARTERS

LOS ANGELES.—The Los Angeles M. C. is talking of making special arrangements for a seashore headquarters. A plan is under consideration for renting accommodations at Playa del Rey through the summer for a touring terminus for Sunday runs, and also for frequent dances throughout the summer season.

The big mid-spring endurance run is to be featured on a more notable scale than ever before. Al Brown and A. F. Van Order have been appointed on a committee to arrange preliminaries.

DEALERS' BODY ORGANIZED

SAN FRANCISCO, Jan. 22.—The motorcycle dealers of Morgan Hill, San Juan, Hollister, Salinas, Watsonville and Santa Cruz, who have held several preliminary meetings in their effort to form a dealer's association, will hold another meeting in Logan's Music Store, Salinas, this week, at which an organization will be effected. All of the dealers have signified their intention of attending and officers will be elected and a name agreed upon.

HOBART WEINSTOCK GOES EAST

SAN FRANCISCO, Jan. 22.—Hobart Weinstock, general manager of Weinstock-Nichols, Cleveland distributors, is enroute to Chicago to attend the automobile show. In Chicago Mr. Weinstock will meet Mr. Nichols, vice-president, and J. H. Dielman, manager of the Los Angeles branch, who will proceed with him to Cleveland to visit the factory of the Cleveland Motorcycle.

INDIAN USED IN OIL DISPLAY

SAN FRANCISCO, Jan. 22.—A 1917 Indian was the central feature of attraction in the window display of the Standard Oil Company at Bush and Sansome streets last week. The machine was placed on a turntable surrounded by the various grades of lubricating oils made by the company and attracted much attention.

HOLLISTER SPEED COP VISITS FRISCO

SAN FRANCISCO, Jan. 22.—W. G. Griffen, speed cop and motorcycle dealer of Hollister, is in San Francisco calling on friends in the various establishments to whom he is well known. Mr. Griffen has the Indian and Harley-Davidson agencies in Hollister in addition to his duties of speed cop.

FREED ON SOUTHERN TRIP

A. Freed, proprietor of the Pacific Motor Supply Company, is in Los Angeles calling on the southern branch of his company.

BLOCKADE AFFECTS RUBBER PRICES

AKRON, O.—Akron crude rubber brokers, discussing the effect the new German note might have on crude rubber shipments, said Friday that if the Germans can hold the blockade, the price of rubber will go sky-high.

The New York markets opened Thursday at 76, going rapidly five points higher. Manufacturers are proceeding cautiously with orders.

F. A. M. Brevities

THE winner in the F. A. M. membership contest for the week ending January 27 was Herman E. Luck, of Watertown, S. D., who has eleven new riders and renewals to his credit.

To date the F. A. M. has awarded 30 prizes in the membership contest, which started last summer, and 26 of the awards are already in the hands of the winners.

COLUMBUS, NEB., HAS A CLUB

The newest club to affiliate with the F. A. M. is the Columbus M. C., of Columbus, Nebraska. This squad brought in 15 members, on a 100 per cent F. A. M. basis. The club is number 611 and E. M. Fredericks, 809 E. 11th street, is secretary.

STATISTICS FOR JANUARY

Membership statistics for January show that 21 unaffiliated riders joined the F. A. M., while the number of unaffiliated riders to sign up was 30. The renewals amounted to 95.

TAKES A PART IN A MOVIE SITUATION

Chattanooga Reel Carrier Misses the Train—Films Rushed to Atlanta by Two-Wheeler Within Time Limit

CHATTANOOGA, Tenn.—The motorcycle played a prominent part in pulling the moving picture people of Chattanooga and Nashville out of trouble on January 26, and at the same time established itself as a rapid and sure means of transportation. Moreover, what is probably the longest messenger run on record in the city was established in this connection.

It happened this way.

A Chattanooga moving picture theater failed to make connection with a train, and the films which were to have been in Atlanta in time for a 2 o'clock show failed to get out. The theater owner called up W. C. Watson, manager of the Edwards Messenger Service, shortly after 9 o'clock, and asked whether he could get a man through to Atlanta, and at the same time a long distance call came in from Atlanta asking if something could not be done by the messenger company. The manager at once found out that it was a really serious case, and not a kid fanning bee. He agreed to get those films into Atlanta in the early afternoon, and at 10:14 a. m. Charlie Wallace, a messenger in the employ of the company, mounted his trusty motorcycle and departed.

Wallace made the trip without difficulty, landing in Atlanta with the films at 3:15 o'clock in the afternoon. The messenger delivered said films in time to keep the house from being dark in the afternoon and attracted considerable attention.

The messenger company charged $10 for making the trip, the price being gladly paid by the film men, who stood to lose an afternoon and night's receipts otherwise.

R-S VISITORS

Members of Hustling Youngstown Firm Call at the Reading Standard Factory

READING, Pa.—W. P. Griffith, H. W. Brunner, G. A. Black and J. C. Donahue, of the Interstate R-S Sales Co., of Youngstown, Ohio, recently visited the Reading Standard factory, at which time the accompanying photograph was taken. In the front row are President Griffith, of the Interstate company; Sales Manager G. E. Atkins, of the Reading Standard Co., and Mr. Donahue, who recently conducted an agency in Youngstown and who is now on the Interstate sales staff. In the second row, left to right, are Mr. Black, a racing man who is now with the Interstate folks; Manager Brunner, of the Interstate firm, and General Manager E. W. Theurer, of the Reading Standard Co.

READI
STANDA
COMPA

The Interstate company controls extensive territory for the Reading Standard line in eastern Ohio and western Pennsylvania, and has placed a fat order for 1917 R-S models.

RIDERS SHOULD TRAIN

So Writes War Department to President Bier of Wheeling M. C.

WHEELING, W. Va., Feb. 5.—President J. Landon Bier, of the Wheeling M. C., is in receipt of a communication from the War Department, asking that he insist on members of the club, as many as will, to take training for motorcycle dispatch carriers. The training, according to the letter, is in such tactics that would make better riders and enable them to perform many feats hitherto unknown to them. With the idea of permitting them to take the training partially, motocycle polo has been suggested by Mr. Bier and it has met with favor.

E. R. Durkee, of the Harley-Davidson Motor Co., and Harvey Barnard, of the Hendee Mfg. Co., who are making plans for the endurance run to be given by the Wheeling M. C. in June, announce that details are progressing rapidly and that they will have them in shape for presentation to members of the club at an early date.

BOOSTING TWO BILLS

F. A. M. Members in Massachusetts Unite to Push Desirable Legislation

WESTBORO, Mass.—Secretary G. B. Gibson, of the F. A. M., has sent out 1,500 postcards and 500 printed slips to Federation dealers and riders in Massachusetts calling attention to House Bill 611, which would abolish the tax on sidecars, and House Bill 742, which would give motorcyclists a representative in the investigation of accidents and the examination of drivers. These bills are now in the Legislature.

EMPIRE M. C. ELECTS

NEW YORK, Feb. 2.—The Empire M. C., whose headquarters are at 126th street, just west of Seventh avenue, held its annual election of officers last week. J. P. O'Hara is president for the 1917 season, while R. Schaeffer is vice-president. Murray Cohan is secretary.

The list of officials continues with George Eisentraut, treasurer; H. Taum, road captain; Clarence Compton, lieutenant, and Stephen O'Brien, sergeant-at-arms. There are 30 active members on the roll.

Making Side Lines Pay

How Sporting Goods Supplement the Motorcycle Business When Handled by a Dealer Who Knows How to Approach His Market

A Bulletin Board Stimulates Sporting Interest for the Dealer

BY GEORGE M. JOHNSON

THE motorcycle dealer who handles motorcycles alone is becoming more and more rare as time goes on. Naturally we find bicycles usually being pushed in connection with the power two-wheeler, and yet there are still dealers who prefer not to handle the push bikes. Their reasons are generally about as follows: The "bother" of handling the bicycle, and the "bother" of taking care of small repair jobs, such as punctures and the like, which bring little return; the smaller profit in bicycle sales as compared to motorcycles, and possibly the thought that bicycles may detract from the dignity which may accrue from a "motorcycles exclusively" sales policy.

Such dealers are making a serious mistake. Certainly there is more profit in the sale of a motorcycle than a bicycle, but frequently it is as easy to sell several bicycles as a single motorcycle, the demand for the former being much larger. Such dealers are also overlooking the very important fact that every boy who rides a bicycle sincerely envies every motorcyclist that passes him, and that every youthful bicyclist looks eagerly forward to the time when he can own a motor himself.

Making Motorcycle Prospects

In other words, the bicycle rider of today is the motorcyclist of tomorrow. If the lad gets his bicycle from a dealer in motorcycles, the chances are all in favor of his buying his motorcycle there later on, always providing that the bicycle was satisfactory and that the dealer was far-sighted enough to treat the lad decently.

Boys are quick to resent what appears to them as unfair or discourteous treatment, and while no dealer wants young lads to make his store a loafing headquarters, he should make them as welcome as if they were actual prospects. As a matter of fact, of course, they were potential prospects. To call a youthful bicycle rider's attention to the good points about the latest three-speed model motorcycle is a sort of delicate flattery that will make a big hit with that particular boy; it makes him feel grown up, on equal terms with the fellows who purr smoothly past him on big twins, and it will be quite likely to result in the sale of a motorcycle to him a few years later.

There is really a fine opportunity for the motorcycle dealer in general sporting goods as a side line—not for every dealer, by any means, but to one who would know and thoroughly understand the stuff he would be pushing. A man who never does any hunting and who barely knows the business end of a gun from the other, who couldn't tell the difference between a bass and a trout, and to whom the word fishing suggests sitting on a dock with a fifteen-foot "pole" in hand and a corncob pipe in mouth, will rarely make a success in selling sporting goods, whether he is trying to sell them from a motorcycle shop or, over the counter of a genuine sporting goods store. But the motorcycle dealer who is something of a crank on the subject of guns and fishing tackle has splendid opportunities for building up a profitable business. Let me point out some of his advantages.

Broadening Business Scope

In the first place he comes in daily and intimate touch with an out-of-door crowd. A good big proportion of motorcycle riders are also hunters and anglers, and a lot more could be made so by a little judicious coaching. Many of these men are regular customers of the dealer along the line of gloves, goggles, leggins, repairs and parts; in short, all kinds of motorcycle supplies. Every season they are buying more or less guns, ammunition and tackle of all kinds. They would just as soon buy of their friend, the motorcycle dealer, as at the sporting goods store around on the next street—probably they would *rather* buy of him, if he is the sort of person he should be. A modest assortment of well selected goods could not fail to pry a good many dollars from the pockets of the motorcycle crowd.

And right here is where the dealer's own personal experience will prove invaluable. He will know what sort of goods to put in stock. For example, there is a good bit in the way of fishing tackle on the market today that is made to sell. The old-timers never buy that junk; they are far too wise. They know enough to spot a practical kink at sight, and wisely turn down the impractical contraption, no matter how attractive it may chance to look. The stock should be practical all the way through, and the quality should be good.

The variety of things carried would have to depend largely on the section of country. Unlike the big sporting goods stores, the motorcycle dealer who carries this side line will sell in the main for local use only. He won't be called on to outfit a party for a month's canoe trip off into the wilds, and therefore his stock should reflect local conditions. If the hunting possibilitise in his section of the country are confined to small game such as upland birds, ducks, squirrels, rabbits, and the like, he should stock up on standard gauge—twelve and sixteen—shotguns and shells, going light on rifles and their ammunition, save possibly the smaller calibres like the ever popular .22. If there is any deer hunting within reach, that would create a demand for moderate powered rifles and cartridges.

The same thing applies to fishing. It is a waste of money to stock up with trout tackle in a region of shallow, marshy ponds and slow-flowing streams inhabited by bass and pickerel. Near the salt water a fair proportion of the stock should be designed to attract salt water anglers, as of course every form of angling calls for its own particular implements.

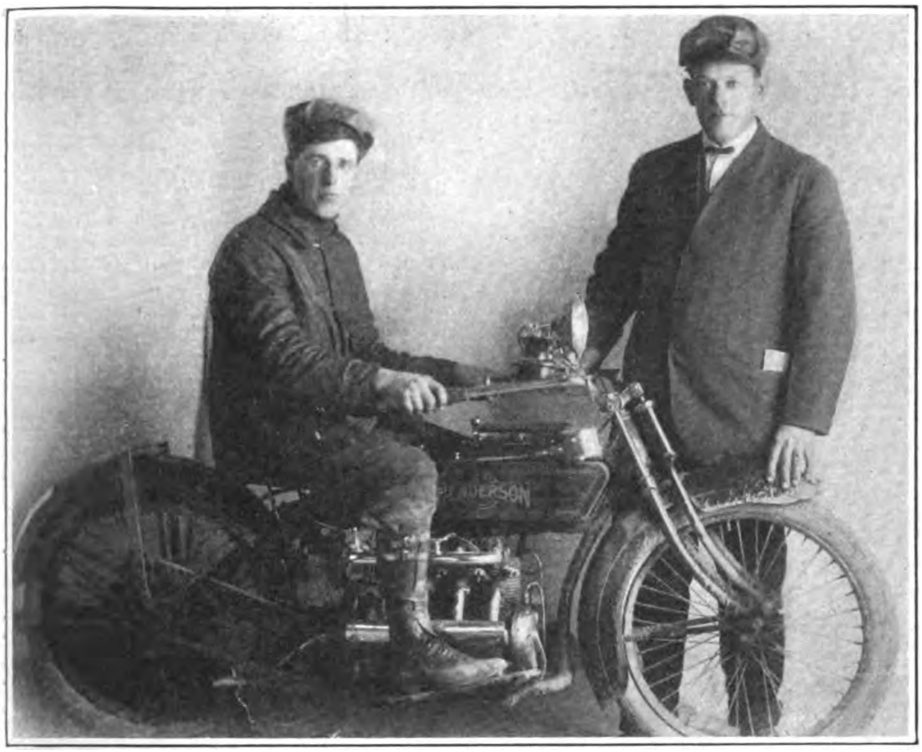
Adopt Lines to Locality

Whether the stock is complete or not, it would be easy enough for the dealer to have catalogs on hand from which he could pick out any desired object. Suppose an automatic pistol is called for, and the deal-

A COUPLE OF ROVERS AND THEIR OUTFIT

Showing How W. E. Ewing and J. W. Warburton, of Salt Lake City, Bestow Their Goods on Their Harley-Davidson Outfit When They Start Out on a Camping Trip

THIS LAD HAD AN ECONOMICAL STREAK



Picturing E. L. Hals, of Modesto, Cal., at the End of His Henderson Economy Test Ride, on Which He Covered 104.2 Miles on a Single Gallon of Gas

er has not one to his name. He should have the Colt or Savage, or what-not catalog out in a second, let the customer pick out the gun he wants, and guarantee to have it for him in the shortest possible time.

Satisfying the Trade

It is mighty poor business to turn a customer away when he calls for a standard article along the line you are supposed to carry. For example, there is a drug store not far from my home, to which I almost never go, because on several occasions the goods I wanted were not to be had. The same principle applies to any store and to any business. The purchaser who has been disappointed once or twice or three times will say to himself, "Oh, shucks! No use going around to Smith's! He *never* has anything you want." While the motorcycle agency that carries sporting goods as a side line certainly could not be expected to have an absolutely complete assortment, the proprietor should at least be in a position instantly to quote prices on anything called for and to get the article on short notice.

The motorcycle agent can vastly increase his business opportunities by making it a point to be posted on shooting and fishing possibilities in the country around where he lives; in short, be a veritable information bureau. In his meetings with riders from various parts of the country, he has a fine chance to acquire all sorts of useful knowledge which should constantly be on tap for the benefit of his customers. If they find that he knows where to go, but is not disposed to pass the good word along, they will buy their shells, tackle, and so on, elsewhere. No dealer in sporting goods can afford to "hog" a good thing.

The dealer should be able to tell any inquirer how to find good hunting and fishing. He should know all about such things as the possibilities of renting boats and buying bait at various popular fishing spots. He should be a regular road map of varied and valuable information on how to reach any particular stream or pond, what parts of it are best fishing when one once gets there, etc. It would pay him now and then to take a customer to some especially fine place. What could be a better sales argument than to invite a prospective motorcyclist on a fifty or sixty mile trip from home after bass or trout via the sidecar combination? You could get more true demonstration out of such a trip, especially if the prospect was an enthusiastic angler, than in any other possible way.

The Use of a Bulletin Board

A bulletin board would be a fine scheme for keeping up sporting interest during the outdoor season. Suppose one of the boys made a killing. Tip the public off in some such way as this:

Rod Jones caught a 5½ pound bass in Sackett Pond last Saturday. Rod says it's easy with an ————— Motorcycle and our tackle.

There is a lot of good advertising in that both for the machine the dealer handles and for his line of fishing tackle as well. The bulletin board would also serve to keep the public informed as to the abundance of fish and game. Doesn't such a notice as this carry an appeal?

Bill Palmer just rode in from down Lake County way. He says ducks are coming in to beat the band. You bet Bill gets his share; that is, since he bought his motorcycle of us.

Or

Joe Bradley got five ruffed grouse last week along Walnut Ridge. Joe

(Continued on page 44)

MOORMAN TO CUBA

Baker, Murray & Imbrie Export Man, Identified with Indian in Cienfuegos

NEW YORK, Feb. 6.—Ivan G. Moorman, who for the past year has been connected with the export department of Baker, Murray & Imbrie, New York distributors for the Indian, Cyclemotor and Pierce bicycles, has severed that connection to become identified with the Indian agency of Antonio Sabido & Co., Cienfuegos, Cuba.

The first work which Mr. Moorman will undertake in his new capacity will be a campaign for the purpose of livening up interest in the Indian throughout Santa Clara Province. He will make a tour of the island in general and the province in particular with a sidecar outfit, from which he will distribute advertising material and get acquainted with the motorcyclists with whom he will later transact business. At the conclusion of his tour he will make his headquarters in Cienfuegos, where the central agency will be established, and from where he will be able to cover his territory throughout the province.

E. F. MERRY VISITS WESTFIELD

WESTFIELD, Mass., Feb. 1.—E. F. Merry, Columbia bicycle distributor in California, Arizona and Nevada, recently paid a visit to the factory of the Westfield Mfg. Co. He placed some carload orders for immediate shipment, and among the first carload shipment were 35 Columbia racers. Merry reports a great demand for the Columbia racer in his territory and from present indications the Columbia will be among the leading mounts of the Coast racing men.

TAKE INDIAN FOR SEVEN COUNTIES

ROCKY MOUNTAIN, N. C., Jan. 29.—Tillitt Brothers, Inc., have been appointed to distribute the Indian throughout Norfolk, Warwick, Princess Ann, South Hampton, Corratuck, Camden and Pasquetank counties. Aside from the motorcycle line they handle a full line of sporting goods and bicycles.

BUYS OUT PARTNER

BRONX, N. Y., Jan. 27.—Gene Coughlin, of Gene Coughlin & Co., Inc., has bought out the interests of his partner, J. H. Grau, in his business at 922 Washington avenue. Coughlin has Bronx distributing rights for the Henderson and for the Cleveland two-stroke lightweight.

THOR IN SEATTLE

SEATTLE, Wash.—Ellis & Austin, a new firm, have taken the agency for the Thor in this city. C. C. Austin, the junior partner, has had the sales rights for this make of machine in Seattle, at 1204 East Pike street. A. B. Ellis, the other partner, has been Seattle Reading Standard agent at 1030 Jackson street.

MAKING IMPROVEMENTS

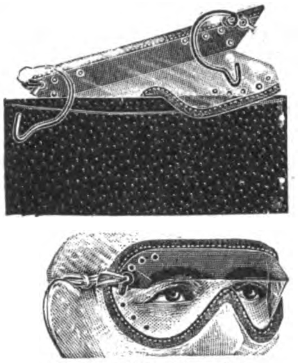
SIDNEY, O.—Paul Monroe is fixing up his Indian agency on North Main street. He will give a housewarming on February 22, Indian Day, for which his formal opening is set.

COLLAPSIBLE GOGGLE

Strauss & Buegeleisen Offer Eyeshield That Folds Flat

NEW YORK, N. Y.—Strauss & Buegeleisen, 37 Warren street, makers of the now famous "Micalite" non-inflammable eyeshields are offering something new in the way of an eye protector that should appeal to every motorcycle rider.

The new goggle, or series of goggles, for they are offered in various types, is a folding pocket eyeshield in a well finished leatherette case. The shield when ready for use shapes to fit the forehead like the Micalite goggle and is bound with velvet for comfort's sake; when folded for carrying it lies perfectly flat like a visiting card. This removes the tendency to break that is the main drawback of the pyralin goggle and should recommend it to the two-wheeler enthusiast.



Collapsible Goggles

The goggle is offered in half a dozen styles—clear, amber Euphos in single colorings and plain bottom, Euphos top; amber bottom, Euphos top, and light Euphos bottom, dark Euphos top in the double shadings. As is the case with the Micalite goggles, the folding eyeshields are handled through jobbers and dealers everywhere; prices on application.

MINUTE PLUG CLEANER

Novel Device for Removing Carbon from Plugs Comes from Champion

TOLEDO, Ohio.—The Champion Spark Plug Co., maker of Champion spark plugs, has brought out a device for cleaning spark plugs that bids fair to win instant popularity with users of plugs the world over. It is known as the "Minute" spark plug cleaner, and not the least interesting feature of the device is its extreme simplicity.

The device consists of a special glass tube shaped like a test tube but which is fitted at the open end with a collar or flange threaded to take the spark plug. The tube is about five inches in length and in it are contained half a hundred specially adapted steel needles which are free to be shaken from one end of the tube to the other.

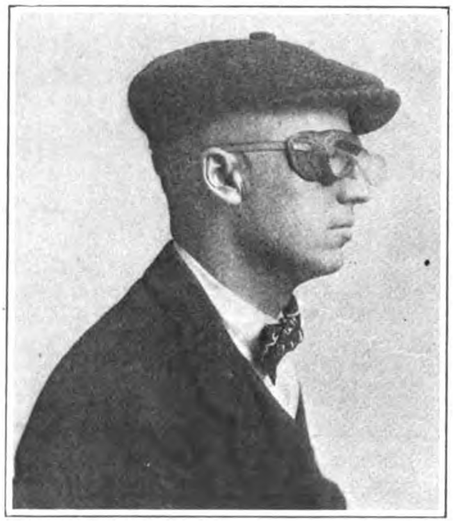
When it is desired to clean a plug, the tube is filled about half full of gasoline, the plug is screwed into the recess in the end of the tube and the tube is agitated vigorously for a minute or two. The needles quickly prick the accumulated carbon from the exposed surfaces of the plug and the gasoline aids in the process by softening the accumulation and at the same time washing away the loosened grains. The device, which comes packed in a neat wood carrying case, sells retail for 75 cents.

"AIR POCKET" GOGGLE

South Bend Boys Invent Eyeshield Having Nothing to Mar Vision.

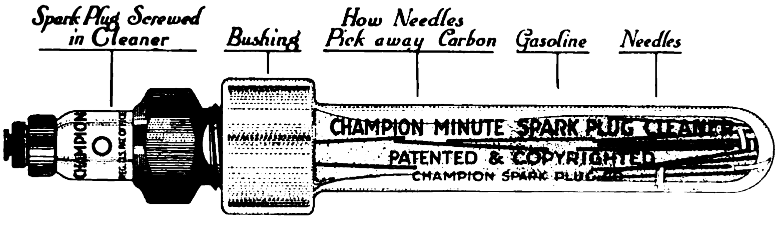
SOUTH BEND, Ind.—A new goggle has been invented by Roy N. Dickey and Emerson E. Ringer of South Bend. It has as its principal feature, the protection of the eyes by means of creating a dead air pocket, which does not affect the vision of the eye, as the eye itself is not covered with a foreign or material substance as with the orthodox goggle.

The goggles are made of transparent substances, neatly bound at the edges and forming three separate protectors, namely, two small rectangular pieces secured close to the temples of wearer which act on much the same principle as blinders on a horse, excepting for the fact that they do not cut out the light; and one covering that is securely fastened just above the eyes on the forehead and projects forward, thus creating a comparatively thin dead air space over the surface of the eyes without covering the eyes or offering any obstruction in the line of vision and yet protects the eyes from air pressure.



New Airpocket Goggles

It is said that these new goggles have every advantage over older types that cover the eyes with transparent substances, but do not cause sweating of the interior of the goggles and the accumulation of dust, rain or the like on the exterior thereof.


Spark Plug Screwed in Cleaner
Bushing
How Needles Pick away Carbon
Gasoline
Needles
CHAMPION MINUTE SPARK PLUG CLEANER
PATENTED & COPYRIGHTED
CHAMPION SPARK PLUG CO
CHAMPION

Champion "Minute" Spark Plug Cleaner Which Sells for 75 Cents

OCCUPY NEW FACTORY

Canada Cycle & Motor Co. Takes Over Extensive Plant and Warehouse

WESTON, Ont.—The Canada Cycle & Motor Company, Limited, manufacturers of bicycles and sole distributors in Canada of Old Sol motorcycle and bicycle lighting equipment, have taken possession of their brand new factory and warehouse at Weston, Ont., the last department of the business, the office staff, having recently been transferred from the old plant to the new quarters.

The new works are located on the main lines of two railways, with a private siding from each to the company's shipping department. The operating departments are all on the one ground floor and all business can be handled with a minimum of labor and motion.

ORDERING CARLOADS

Walter Andrews Reports Seventy-Five Harley-Davidson Sales

TORONTO, Ont.—Walter Andrews, Harley-Davidson distributor for practically all of Ontario, is particularly pleased with the number of 1917 sales already recorded and with the general prospects for the coming year. Andrews is now ordering Harley-Davidsons by the carload, the first of such shipments now being due to arrive. Andrews solemnly declares that his sales of new Harley-Davidsons to January 31 totaled seventy-five, which is more than he sold in a whole season only two or three years ago.

Andrews has decided to eliminate the credit bicycle business as much as possible. To use his own words, Andrews reached this decision because "if a man cannot put down $40 in cash for a cycle at the present time, his business is hardly worth having."

Arthur Andrews, brother of the Ontario distributor, has been at the Harley-Davidson factory for the past month for a special business course.

BOOMING MOTORCYCLES

Eastern Bicycle & Motor Co. of Halifax Is Also Making Bicycle Drive

HALIFAX, N. S.—The Eastern Bicycle Motor Co., Halifax, N. S., is pushing motorcycle sales, having acquired the Harley-Davidson agency for 1917. C. E. Bower, the manager of this company, has had considerable experience in the bicycle business and holds a high position in the local trade.

Mr. Bower's first order for Brantford bicycles this year was for 200 wheels, a number of which have already been sold on a time-payment system for future delivery. His plan is to arrange small weekly payments for a bicycle, to be paid during a period of three or four months before delivery. He has been using this method since October 1 and has secured quite a number of sales in this way.

DELTA LAMP DISTRIBUTION

TORONTO, Ont.—Distribution of Delta bicycle lamp equipment throughout Canada is being looked after by Houston & Co., 22 College street, Toronto. This line is catalogued by the Humphrey Bicycle & Motor Company, Toronto, for wholesale sale.

BICYCLE
SECTION

Demands of East Indian Market

American Bicycle Business in India Is Curtailed Through Failure of Manufacturer to Consider Local Conditions; Why Standard Bicycle of the United States Is Unsuited to Many Foreign Countries

By S. K. SEN
Editor, *Indian Motorcycle Journal,* of Calcutta.

S. K. Sen

WHEN I decided to visit America it was not so much with the idea of doing business as to study the "mentality" of American manufacturers and grasp their points of view and to put their side of the situation before the dealers of India.

Before I left England I had been informed of the prohibition of motor cars and motorcycle imports into India. It did not prevent my coming, as it was my intention to present the views of the American manufacturer and to sketch out the system and methods of business followed in this country in the *Indian Cycle Motor Journal* for the benefit of the Indian importers and dealers.

Thinking on a Big Scale

Everything in this new country is on a gigantic scale—whether it is to build a sixty-story skyscraper, turn out 750,000 motor cars or a million bicycles. This country thinks on a big scale, and perhaps sometimes misses the cents that make up the dollars. To think in dollars and to obtain it is excellent in the new world, but there are old world places still where they think in cents and collect dollars and perhaps out of thrift, care and balance of mind aggregate dollars equally effectively.

The business in India is similar; the races of this continent are diverse; there are dozens of different streams of culture; the backbone is conservative. It takes long for an article to take root; the growth is gradual, but once it takes root and stands on its merit the growth is sure and steady and the market worth cultivating.

I have heard the tired, impatient, much lectured and unsuccessful-in-obtaining-a-market manufacturer cry out, "I want to sell the American bicycle. The bicycle has evolved much more wonderfully in this country than in Britain. If the British cycle sells as British standard, why cannot we sell the American cycle as American standard? Why should we not force down the coaster hub on a country without hills where long stretches of plain exists; why can't we force down a single tube tire on a country where roads are sometimes constructed by nature, where no such things as repair shops exist?

The British Standard

"When Britain sold her cycles she stood on her rights on her standard; why cannot we do the same?"

Again, a bell manufacturer insists similarly on selling screw clips in a country wanting band clips. "Why shall we copy the band clips?" Why not try screw clips? If it is good enough in America, why not the whole world over? What does it matter to us if the screws get jammed through getting rusty in a moist and wet country. Why shall not the American standard sell?"

I have the fullest sympathy with the sentiment, but nature and climatic conditions and national temperaments, due to these, always tell. The British standard is nothing but an attempt to suit the opinions and tastes of half the world. Experiment bold and rash, novelties and idiosyncrasies ruled as rampant in Britain as they do to-day in America, only they did not have a continent to experiment on in their home market in England, as in the case of America. So freaks and idiosyncrasies that survive in America—a refusal to standardize, which is possible owing to the large home market which, outside the export trade, would keep all freaks going, make manufacturers in this country think that they have had the greatest progressive evolution and yet the detachable free wheel which cannot be found in this country, and the double tube tire, which is at a discount here, are the two points that have popularized cycles in the export market more than anything else, and both are British standard specifications to-day.

An Objection Explained

I once had an inquiry from a manufacturer as to why Asia should insist on rubber pedals and not buy the rat trap, which is the American standard. Would it seem a very unreasonable request if I explain that in a good many places shoes are not used, but slippers with thin soles and rat trap pedals are, therefore, not suitable?

I was once asked why in Asia they should not buy a 22-inch frame with a dropping racer-type handle bar, where the rider has to double himself up to the detriment of his spine and lungs. Would it seem unreasonable if I explain that in countries where nine months in the year the temperature is between 96 degrees and 118 degrees and heat is a stronger factor than wind, racing cannot be popular and wind resisting properties are not essential?

Difficult to Standardize

I can understand how difficult it is to have to alter models for the convenience of each customer; how it retards a large quantity output and standardized models and certain parts, but as the American manufacturers refuse to standardize shell sets, as in England, or threads or hubs, insist on "freaks," each insisting that his

(Continued on page 31)

ADDITION TO HARLEY-DAVIDSON LINE

Road-Racing Model Is Announced by the Milwaukee Firm—High Grade Steel Tubing and Racing Equipment Used

MILWAUKEE, Wis., Feb. 5.—In response to repeated demands and the growing popularity of racing models for ordinary riding, the Harley-Davidson Motor Co., maker of the Harley-Davidson bicycles and motorcycles, has added a road-racing model to their bicycle line. The new model will be known as Model 8-17, and is rated as "22 pounds of speed" by one of the experts.

The latest addition to the Harley-Davidson line embodies the best quality of steel tubing. The main frame tubes are of ⅞ inch 18 gauge, while the rear forks are ⅝ inch 18 gauge, and the rear stays of ⅝ inch 20 gauge. Either 20- or 22-inch sizes are furnished. Outside joints are used at the head, crank hanger and seat post cluster, and the seat post is held by a pinch bolt binder.

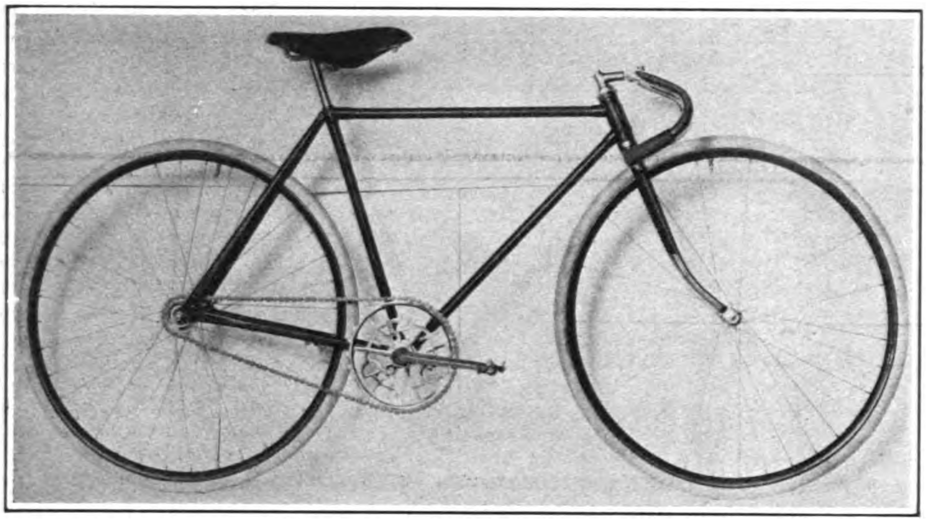
Forks of Special Design

The front forks furnished on Model 8-17 are of a special design, with a drop forged fork crown. The fork sides are reinforced and the fork has a 2½-inch rake. Fork crown and fork tips are highly nickeled. In case mudguards are desired they will be furnished, provision being made in the frame and fork construction for their use.

A special Harley-Davidson one-piece racing hanger is used, with racing bearings and special heat-tested cranks. Flush lock-nut adjustment is provided. The front sprocket is 26 tooth and the rear is 9 tooth. Sprockets are for 1-inch by 3/16-inch chains, and all sprockets are carefully milled for accuracy. Hans Renold racing chain and special light racing hubs turned from bar stock are also features of the new model. All bearings are carefully hardened and ground.

Vitalic single tube racing tires, 28 by 1⅛ inch, are standard equipment, and the saddle is the Troxel Drome Champion. Star No. 4 racing pedals, and a special design racing handlebar, 20 inches wide with 6-inch drop, a 2½-inch forward curve, and a 2½-inch extension, are furnished. The handlebars are heavily nickeled over copper. Rubber grips are included in the equipment. The wheelbase is 41½ inches, tread 4¾ inches, and the drop in the hanger 2¾ inches.

The finish in Model 8-17 is the regular military olive drab, with Brewster green panel, center in white and edge in gold. Forks and guards are enameled with Brewster green single panel stripe, and the rims, 1⅛-inch Crescent racing, are made for 36 spokes, in both front and rear, and are enameled to match the frame. Extra equipment includes tool bag kit and pump.



Harley-Davidson Model 8-17 for the road-racing devotee.

B. V. W. HOLD ROLLER RACES

NEWARK, N. J., Feb. 5.—A series of home trainer races was staged at the Bay View Wheelmen's club house on Friday night last. After a series of preliminary heats, William Eager and Bob Henderson met in the final of the amateur event and Eager won. The race was at a mile and the time was 1:16⅕. Walter Pofahl defeated "Sailor" White in a special match race at two miles in 2:33⅕. The professional events brought together Frank Corry and William Hanley in a half-mile match race, Corry winning in 29⅕ seconds, and Hans Ohrt met Tommy Grimm in a mile match, and Ohrt breezing home in 1:17⅖.

JOPLIN (MO.) DEALERS ORGANIZE

JOPLIN, Mo., Feb. 5.—In order to boost cycling and the trade in this section local bicycle dealers have organized under the name of The Associated Cycle Dealers of Joplin. The officers of the organization are: President, J. M. McBride; vice-president, George C. Kost, and secretary-treasurer, A. H. Barnett. It is the plan of the association to stage a number of races throughout the season. Individual prizes will be given and in order to increase interest in the events it is planned to put up a valuable trophy for the rider making the best showing for the year.

MAY DAY RACE FOR K. C.

KANSAS CITY, MO., Feb. 5.—The Kansas City Bicycle Dealers' Association, according to plans that are now being worked out, will open the season with a big race meet on May 1, the meet to be officially known as the "May Day Meet." Through the efforts of the bicycle dealers the local motorcycle dealers will be organized and the two bodies will form a joint association.

CALIFORNIA BODY ALLOTS RACE DATES

Associated Cycling Clubs of the Golden State Pick Committees and Assign Dates for Races and Convention for 1917

SAN FRANCISCO, Cal., Feb. 1.—The last regular meeting of the California Associated Cycling Clubs was held at the rooms of the Garden City Wheelmen, San Jose, last week. R. A. Greeninger, of the New Century Wheelmen, of this city, presided.

The following committees were appointed: Racing and records, George F. Lucien, chairman, and W. H. Walker, both of the Garden City Wheelmen; Walter Hammitt and William Penaluna, New Century Wheelmen; executive committee, W. H. Spencer, Garden City Wheelmen, and Harry Spence, New Century Wheelmen, and the latter was elected secretary-treasurer of the association.

Dates were granted for a number of races and it is figured that at least an even dozen extra events will be added throughout the year. The following were the dates that were allowed: Feb. 20, sixteenth annual four-man team inter-club home trainer races, under auspices of New Century Wheelmen, San Francisco; April 29, annual 30-mile novice relay race at Golden Gate Park Stadium, San Francisco; May 6, 50-mile team relay race for ten-man teams, Golden Gate Park Stadium, San Francisco; July 8, 30-mile relay for three-win United States Tire Co. trophy, San Jose, and a pursuit race at the Golden Gate Stadium, San Francisco, in August for which no date has been set.

The annual convention of the association will be held at San Jose, May 12-13. The first day will be given over to official business and the second to racing. The Garden City Wheelmen are planning to run a 62-mile race to Gilroy during the convention, the event being over the same course as that of New Year's Day.

JONES TAKES INDIAN AGENCY

LONG BEACH, Cal., Feb. 3.—F. S. Jones, bicycle dealer on East 3rd street, has taken the agency for the Indian bicycle. He will continue to handle the Racycle, Great Western and Bean jobbing lines of bicycles as well.

JACKSONVILLE MEET A BIG SUCCESS

Bad Weather Did Not Keep Crowd Away—Contests Close and Interesting—J. H. Yoemans the Star of the Day

JACKSONVILLE, Fla., Feb. 3.—Despite a siege of bad weather the bicycle races arranged for by the local cycle dealers were held yesterday before a large and enthusiastic crowd. Although the change in weather, from the balmy to that brand that causes shivers to go through one somewhat spoiled the pleasures of the day, those that did attend were well rewarded with good racing.

Yoemans Was the Class

J. H. Yoemans, of the B. F. Floyd's bicycle concern, of Riverside, was the class in the races. Yoemans, mounted on a Crawford bicycle, won the 2½-mile free-for-all amateur race and received a fine Elgin gold watch for his efforts. Willie Pittman finished second. Charles Phillips, mounted on an Indian, carried off first prize in the mile race for boys aged 12 years and under. James Johns and Clifton Neff finished second and third, respectively.

In a "miss-and-out" race Robert Scott, on a Red Wind, won from Gerald Buford and James Moore. In the three-mile free-for-all P. S. Feacher, on a Cleveland, finished first, while second honors went to R. Hunter, and John Alexander ran third. An exhibition race between two riders, mounted on bicycles fitted with Cyclemotors, and a motor pursuit race in which Ernest Ohrt, the Californian, gave a great exhibition, filled out the program.

Credit Due to John Rowell

Much of the credit for the meet is due John I. Rowell, of the Goodyear Tire & Rubber Co., who interested the dealers in the races. Mr. Rowell is in Florida to help boost cycling and make the "Million Bicycles" a reality. After finishing up here Mr. Rowell will go to Miami and Palm Beach to see if he cannot interest dealers in the two cities to stage races along the same line as did the local dealers.

HELPS FROM DAYTON

Provides Dealers With Necessary Materials to Link Up to National Campaign

DAYTON, Ohio.—"Turning the Spot Light on Dayton Bicycles"—that's the name of a little booklet just gotten out by the Davis Sewing Machine Co., telling Dayton dealers of the big national advertising campaign being conducted for their benefit and of the ways and means by which they can profit from it.

Campaign is a Broad One

The Dayton campaign includes a broad-gauge plan for dealer co-operation—the sort of co-operation which literally brings the prospect to the store of the dealer. From that point it is up to the dealer to take advantage of the booklets, the electrotypes, the carefully drawn up literature, lantern slides and other advertising matter in order to link up his store with the campaign and eventually land every prospect in his territory who has been routed out by the national efforts of the factory.

Window transfers, pennants, window cut-outs and the lantern slides are among the eyepleasing advertising materials which the Dayton makers offer, but rating high in its estimation as prospect builders are two little booklets, one for men and the other for boys, which are supplied to dealers for distribution to the folks in their territory. The company also supplied special cards of introduction to its dealers which are sent out from the factory in reply to inquiries from its advertising, and at the same time notifies the dealer that the prospect is interested in his line of Dayton bicycles.

STRIKE AT ROCHESTER

Flower City Riders Object to Buffalo Cyclists Competing in Races

ROCHESTER, N. Y., Feb. 6.—There was plenty of excitement and a few broken bicycles at the third track and bicycle meet conducted by Company G, Third Regiment, at the State Armory on Thursday night, Feb. 1. Upsets were the features of all the bicycle races, most of the tumbling being on the turns.

Roy Cops Two Races

Fred Roy, the local crack, won both one-mile and five-mile events, the latter being a handicap. Roy would in all probability have had real opposition, but for the fact that three Buffalo riders, Isadore Gronkowski, J. W. Hock and G. C. Birkman, were not allowed to compete, as the local riders protested against them. The action of the local cyclists did not meet with much approval and even some of the officials voiced their sentiments against the protest.

The local riders, however, had their way, and the only thing left for the committee in charge to do was to put on a special two-mile event for the Buffalonians, and Gronkowski won in 6:23. The one-mile novice race was won by H. Di Tommasco, with W. Westcott in second place. The time was 3:11⅖. Di Tommaso finished second to Roy in the mile open, and Wescott finished third, the time being 3:12. The five-mile handciap was taken by Roy trom scratch. De Smith, 435 yards, ran second, and Carmiel De Conninck, 290 yards, accounted for third place. The time was 15:23 1-5.

Despite the fact that races for women are not sanctioned by the National Cycling Association, the governing body in this country, a one-mile event was staged at the Rochester meet. What action the controlling body will take in the matter is problematical, but further sanctions may be refused if races in which women compete continue to be run.—Ed.

NUNZIATA SCORES WIN

U. S. I. Star Captures Four-Mile Handicap at Greek-American Armory Games

NEW YORK, N. Y., Feb. 6.—Jerry Nunziata, the Unione Sportiva Italiana star, accounted for the four-mile handicap bicycle race at the Greek-American A. C. games, Saturday night last, at the 71st Regiment Armory. Nunziata started from the 70-yard mark and he beat George Laux, Empire City Wheelmen, 110 yards; Lawrence Gaffney, Empire City Wheelmen, 50 yards, and Anthony Attardi, Unione Sportiva Italiana, 40 yards, in the order named. The time was 10:01⅗.

Andrew Ciaciuch, the Buffalo flat-floor star, made his debut at the games under the colors of the New York Athletic Club. A spill a half-mile from home, in which Nat. Gutoff, Roy Kinsher and Ciaciuch figured, proved to be his undoing.

NORTH SIDE CLUB ELECTS

MILWAUKEE, Wis., Feb. 3.—At the annual election of the North Side Cycling Club the following were elected to office: President, Judge A. C. Runkel; vice-president, Oliver Wiggins; secretary-treasurer, Christian A. Rusch; captain, Henry O. Stenzel. Louis Pierron is the most likely candidate for the position of chairman of the racing board to take care of the club's annual road race, the appointing to be done by the new president.

DEMANDS OF THE EAST INDIA MARKET

(Continued from page 29)

"freak" is the best, argument becomes untenable on this line.

In the car industry, owing to output, America is the cheapest and largest producer and successful. In the cycle industry she is not strong in the export trade. And why? Because each factory insists on its own design and will not study the buyers' requirements in any way. They insist on selling the American standard, irrespective of suitability.

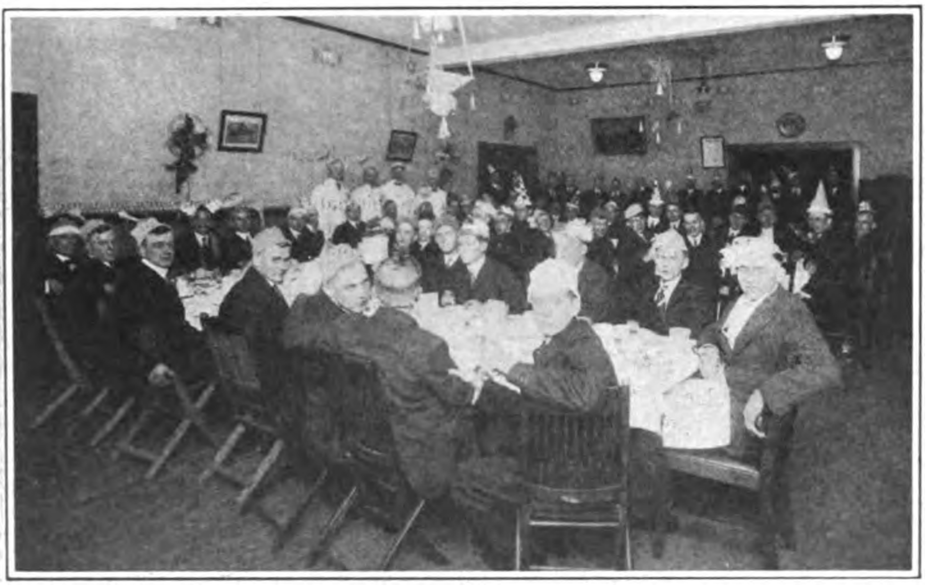
The Ford car and the Indian motorcycles are as American as American can be, but they have altered their specifications according to the market. The Indian to-day has a lightweight motorcycle which typifies many features of good British makes.

They have not been too proud, but they are no less American than before for all that. If the cycle manufacturers will look on the export market in the same reasonable way they can do wonders.

There is a very large field in Asia and India, but the market must be suited and the million "boost" may end in a 3,000,000 turn over for them. A detachable free wheel, a double tube tire, rubber pedals and nickel-plated rims are absolute necessities for India, unless an enormous educational campaign is resorted to, which would mean three years hard work, spending thousands of dollars in development by continuous advertising and facilities as given by British manufacturers. But of two things I am certain: one is that the Asiatic market is second in importance to none, and, secondly, that the business can be done by American manufacturers if they set about it in the right way.

This is my message from the East.

News of the Clubs



What the Camera Man Caught at the Annual Banquet of the Rockford M. C.

"TOUR OF JACK PINES" PLANS

Grand Rapids Classic Will Go for 825 Miles on July 1 to 3—Will Be No "Tea Party"

GRAND RAPIDS, Mich., Feb. 3.—Take it from "Hap" Scherer, Chairman of the Contest Committee of the Grand Rapids M. C., the annual endurance classes of that body, the "Tour of the Jack Pines" is going to be even less of a "tea party" this year than it was in 1916. And there are very few of the contestants who went through the last event who will boast of the simplicity of the achievement.

The course as laid out by the Contest Committee, comprising R. E. Heath, Jr., Roy Chipman and Scherer, takes in something a bit better than 825 miles of characteristic Michigan forest roads and it will be covered in three days. The date for the contest has been set for July 1 to 3 inclusive.

The "Trump Card"

The dreaded Rogers swamp—16 miles of an old abandoned logging road used many years ago when the lumbering industry flourished in this section—which proved the "trump card" of last season's run, has again been included in the itinerary of the contest. The course laid out, and which will be covered about the middle of June by the pathfinding crew, leads from Grand Rapids to Ionia, Mt. Pleasant, Wheatley, Skeels, Butman and West Branch, the first day's noon control. From West Branch the course will lead to Nester, Thompson, Kurtz, Barton City, Hubbard Lake and Alpena, the night stop. The first day's run of last year's contest wound up also at Alpena. The second day's run will be to Presque Isle Light House, Rogers, Grace, Cheboyan, Mackinaw City, Indian River, Johannesburg, and Grayling, the noon stop. The last half of the 2nd day will take the contestants to Fife Lake, Buckley, Coxey's Camp, Marilla, High Bridge, and Manistee, the night control.

The last day's route will pass thru Freesoil, Tustin, Luther, Peacock, Branch, Crystal Valley, Hart, New Era, Fremont, Coopersville and to the finishing point in Grand Rapids. The route and mileage has been arranged so that the contestants will finish in Grand Rapids, about mid-afternoon of the 3rd.

What's at Stake

The F. A. M. National road championship title, won by I. F. Jacobs, last year, will again be contested for and the cash prizes of $150 for the winner of the contest; $100, second; $75 third, and $50 for fourth place will also again be offered. The "Wilderness Trophy" will also be awarded the winner of the event.

The rules and regulations laid out to govern the Tour of the Jack Pines last year proved so completely successful that the committee found it unnecessary to make any changes or improvements. It is likely, however, that as regards the arrival of a rider at a checking point, a rule will be included providing that a rider arriving more than three minutes ahead of his schedule at any checking point be recorded by the checker as having arrived exactly on the minute he is due, regardless of any variation in watches. Much pleasing comment from enthusiasts and critics the country over was received on the general outline of the run last year and the success which attended it.

At the Chicago Show and other events where riders and enthusiasts congregated, much interest in the 1917 Michigan Run was manifested and many riders in the Central States and the East signified their intention of being in line for the start. Despite the fact that the committee worked untiringly last year, the entry list was not as large as was expected and it is hoped that this year there will be more enthusiastic response.

PLAN BIG ROAD RACE

Wheeling Club Wants One Covering Several Days—Other News

WHEELING, W. Va., Feb. 5.—Plans are being made by the Wheeling Motorcycle Club, under direction of President J. Landon Bier, for a road race covering several days. The route and date have not yet been selected. The racing committee of the club is planning for the greatest racing program this summer in the history of the city.

A mock trial held at a recent meeting of the club was provocative of much mirth. Arrests were made of three motorcyclists at three corners where the club contends there should be traffic officers and some of the members of the club during the trial proved themselves real humorists.

MOUNDSVILLE CLUB PLANS FEST

MOUNDSVILLE, W. Va.—The members of the Moundsville club are arranging details to fittingly celebrate the second anniversary of the club. The club has had a very good year and the boys are very much pleased with the results and want to celebrate and at the same time put into office the new officers for the year of 1917.

NEW CLUB PROMOTERS

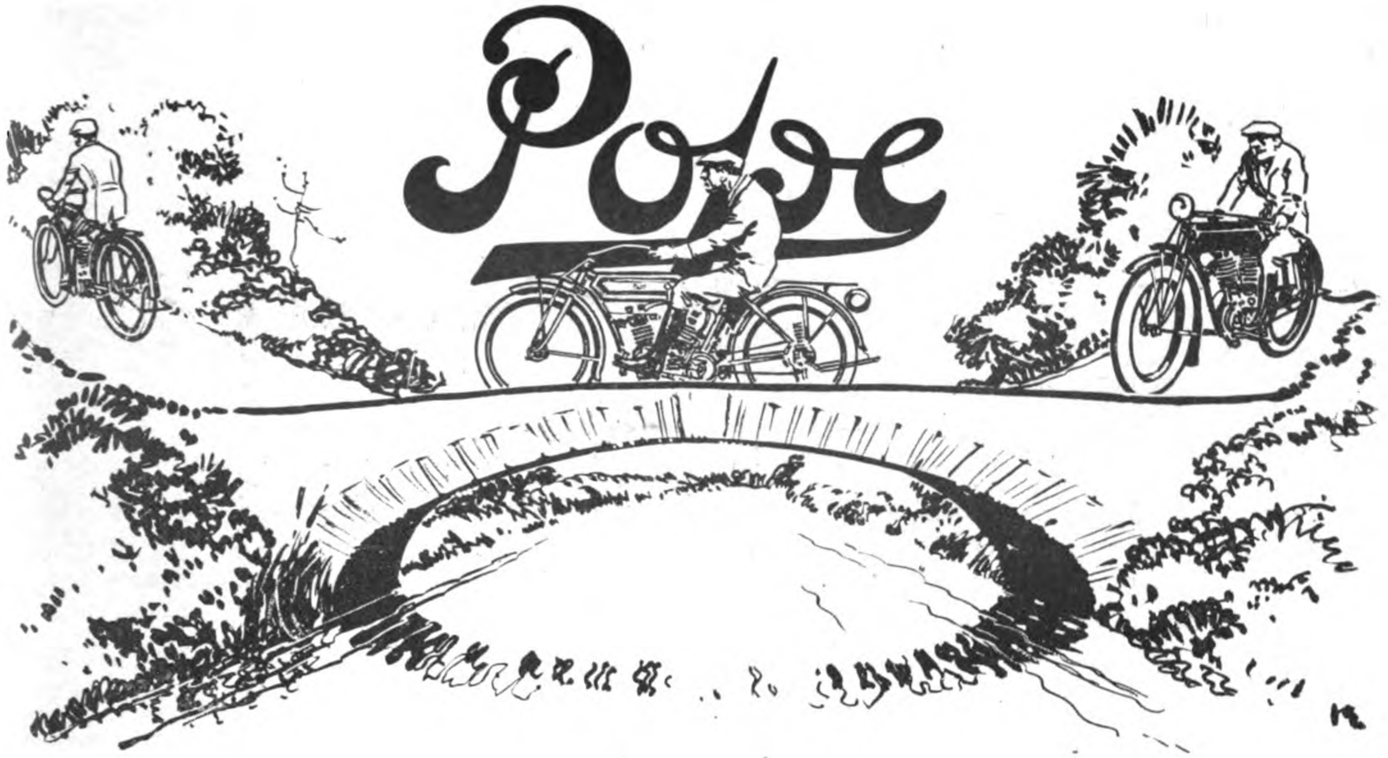
During January Secretary Gibson sent club organization literature to the following: Grover Fossum, Ashland, Wis.; W. A. Bonitz, 7 Pine St., Florence, Mass.; F. D. Parker, 1820 D St., Granite City, Ill.; H. L. Perry, 37 Grand St., Oneonta, N. Y.; B. P. Peebles, 17 East Bank St., Petersburg, Va.; Alois Bugglin, 1630 N. 27th St., Philadelphia, Pa.; C. Martin, Box 208, Porter, Ind.; C. W. Miller, 108 Bernard St., Spokane, Wash.; J. H. Fromme, Summit, S. D.; C. D. Schmidt, 901 S. Main St., Victoria, Texas; S. J. Myers, 318 Green St., Winston-Salem, N. C.; E. W. Hansen, 500 Capitol St., Vallejo, Cal.

GOING SOUTH? TAKE YOUR MOUNT

PROVIDENCE, R. I., Feb. 5.—Fred Shogren, captain of the Providence M. C., is wintering in Florida. Since going there three weeks ago he has written to his people here to ship his Indian. Fred says: "The country in Florida is great. Send my machine as soon as you can. There are lots of trips and sights to see and I want to enjoy them, not much like old Rhody in the winter time."

COLLEGE POINT ELECTION

COLLEGE POINT, N. Y.—At the last regular meeting of the College Point M. C., officers for the 1917 season were elected. J. J. Burke is president, J. Prowse is vice-president, and H. Daufkirch is treasurer. Other officials are: P. C. Wood, financial secretary; J. Bender, sergeant-at-arms; J. Fink, steward; A. Valentine, captain, and H. Daufkirch, lieutenant.



The Happy Medium

Without the cost of extra conveniences and "fixin's" of the motorcycle that hits the highest price mark—
Without the limitations of the lightweight—
But a sturdy, powerful solo machine at a price within the reach of all—

Pope BIG TWIN

It has the famous Pope overhead valve motor — with a power delivery of from 16-18 hp.

Newly fitted with a positive acting step-starter that turns the motor over three times at a single operation.

Made truly comfortable to ride by the Pope rear spring suspension.

Equipped with long comfortable foot-boards.

Sturdily and skillfully built. Sold at only $240—it is satisfying enthusiasts the country over.

Today is not too soon to begin to think and talk motorcycle for the coming season.

Visit your dealer at once to inspect this 1917 Model that combines moderate cost, low upkeep, simplicity, strength, power and speed.

Catalog on request

Westfield Manufacturing Company, Department 11, Westfield, Mass.

Makers of the Columbia Bicycle

DON'T FORGET—

that February 22 is

INDIAN DAY!

Don't make any engagement for Feb. 22—but instead arrange NOW to visit the local Indian store and enjoy the generous hospitality of the Indian dealer as well as the goodfellowship to be found there, on this, the biggest of all National Motorcycle Celebrations.

A more complete story of Indian Day "doings" will appear in this magazine next week.

DON'T FORGET—FEBRUARY 22—INDIAN DAY!

HENDEE MANUFACTURING COMPANY
Largest Motorcycle Manufacturers in the World
SPRINGFIELD, MASS.

Questions and Answers

Ever get stuck with trouble you cannot locate? Want to buy something and don't know where? Looking for some advice? Just drop a line to the "Tech Editor."

JET MAY BE CHOKED

MY motor will run on spark but as soon as I give it throttle, about a quarter turn, it will miss. If I give it more it will pop in the carburetor and miss. This is with all air shutters closed.

New York. M. THOMAS.

Dismount the carbureter and see if the jets are choked, cleaning them with a straw from the top toward the base. With the carbureter down, see that the float needle valve seats properly and that all gasoline passages are clear. Verify the timing of both inlet and exhaust valves and see that the springs on the valves have not lost their temper. Remove the sparkplugs and set the points to a sparkplug gauge. Look for leaks in the inlet piping. If these faults are not found, apply to the factory.

SHORT CIRCUIT IS CAUSE

ON my electrically equipped motorcycle, I find that the battery will not hold its charge after about three hours. The battery furnishes the lights and current for the horn, a magneto being fitted for the ignition. When the lamps are turned on after charging, in about an hour or so, they go dim and then pink, and the battery soon needs to be recharged.

J. K. KRETSCHER.
Buffalo, N. Y.

Everything points to a short circuit. Look at the battery case first and note if there are any black marks on it. Detach the cable from the lamp terminals and also from the frame clips; then with an ammeter attached by one pole to the cable and the other to a wire, pass the wire along the cable armor or sheath. A reading of the ammeter will show a short circuit and you can easily trace this back to its source.

VIBRATOR ADJUSTMENTS

I HAVE a motor on a motorcycle which I recently purchased, the ignition being by battery. This motor has a contact-maker with a nickel-plated cover, the blade inside having a triangular stud on the end. The blade drops into a notch in a disc driven by the motor, and I find that the ignition will not operate properly except at high speeds. Please tell me how to effect a remedy. A. G. CHAMBERS.

Philadelphia, Pa.

Adjust the platinum points or bend the blade so that the point just touches the circular part of the disc lightly. In this position, the platinum points must be in contact. Then when the notch in the disc comes in line, the blade and the triangular point will vibrate effectively and a shower of sparks will be sent across the plug points. Be sure that the battery and coil are in good order at all times.

HAS BRITISH BODY

IN a recent issue of **Motor Cycle Illustrated** there is an illustration of J. H. Rhodes, the winner of the Melbourne Endurance Run. He is using a sidecar attached to his Indian machine of which I desire to get a duplicate. Please give me the name of the maker.

WILLIAM HOWARD.
Bedminster, N. J.

The sidecar you refer to is an Indian with a British-built body. Quite a number of these were built for overseas trade for the Hendee British branch, but we doubt if you could get them in this country. Write to the Indian people in Springfield for information on this subject.

LACK OF POWER

ON my 1913 twin I find that although the motor starts and runs well on the stand it will not carry me along. When the clutch is half way in the motor will stall. I think there is a leak around the inlet valve, and would like to know if this is the cause.

A piece of the piston side has been broken off and apparently gone into the crankcase. I would like to know if I could get this piece out by turning the motor upside down after removing from the frame. G. C. STANLEY.

North Bennington, Vt.

If there is a leak around the inlet valve the motor will naturally not give power enough to pull you on the road. Try the compression; if the motor will not hold your weight on the pedal for several seconds the compression is defective and the motor may need overhauling. Here are several reasons why a motor will not pull well: choked muffler, jet opening too small, defective piston rings, exhaust valve not seating, poor joint between cylinder and head, cracked piston.

To get the piece of piston out of the crankcase you had best take off one cylinder and fish for the piece of piston with a small magnet on a string. Keep the magnet clear of the flywheels in doing this.

CASTING NOT NEEDED

I WOULD like to make a better muffler for my 1914 twin machine. I am thinking of having an iron casting made instead of the thin barrel now fitted, or of wrapping an asbestos sheet around the present barrel and putting a thickness of tin on the outside.

Toronto, Ont. JOHN W. MILNER.

We see no reason why you should have a casting made in place of the present muffler body. As regards being efficient, if you refer to needing larger capacity you will have to get a larger muffler head with exhaust pipe connections, etc.

MADE AT LAFAYETTE, IND.

PLEASE give me the name and address of the maker of the "American Junior." GEORGE W. CLARK.

Sloatsburg, N. Y.

The American Junior is manufactured by the American Motor Vehicle Company, Lafayette, Ind.

REGARDING OIL FEED

I HAVE a 1912 Harley-Davidson belt-drive single, and would like to know how much oil in drops per minute to feed it. Also if letting the belt slip is all right.

Cleveland, O. LOUIS SCHAUB.

Between 12 and 20 drops per minute, depending upon the speed at which the machine is run. Sitting here in this office, it is difficult for us to tell you exactly how much oil to give it, as we do not know to what work you put it. It is best not to slip the belt except when starting, as you may burn it by excessive slipping. When stopping, let the idler pulley all the way down to release the belt.

STOP THE LEAKS

I HAVE a 1916 model twin which misses every time that I give it throttle. I was told on inquiring by a factory man that the missing would disappear when the motor got warm, but such has not been the case. R. A. STONE.

Northboro, Mass.

Test all joints between the carbureter and each inlet valve for air leaks. Use kerosene around each joint to detect the leaks. If after making sure that the joints are tight and that no resetting of the carbureter will improve matters, test out the ignition for each cylinder. An article on this subject is in this issue.

A. M. C. PARTS

ONE of my customers desires parts for his A. M. C. twin, so would like to have the address of the maker from you, or where parts may be obtained.

Philadelphia, Pa. Q. C. D.

The American Motor Cycle Company, of 2043 West Chicago avenue, Chicago, Ill., has parts for the A. M. C., American and Armac motorcycles. Communicate with this firm.

WRITE HAVERFORD

I WANT to have my 1915 Excelsior re-enameled to olive drab color, but do not know where to send it. Please give me the name of some firm near my city to whom the work can be entrusted.

Cranford, N. J. H. CHAMBERLAIN.

We suggest that you communicate with the Haverford Cycle Co., of Broad street, Newark, N. J., regarding this matter, as that firm is distributing agent for your make of machine.

COLORADO RIDERS FAVOR NEW BILL

Tax Based on Weight Considered Fair; Plan for Payments After First of Year on "Pro Rata" Basis Also Approved

DENVER, Col.—In order to establish a uniform tax for motor vehicles based primarily upon the weight, the new bill now before the Colorado Legislature, as was told in **Motor Cycle Illustrated** last week, proposes to divide all motor vehicles into four classes.

Class A includes smaller vehicles, such as motorcycles, pleasure cars, up to seven passenger, and small trucks. For all machines of this class, weighing up to 1,000 pounds, an annual fee of $2 is to be charged. The other classes bear on larger pleasure automobiles and motor trucks, $2.50 being charged for the second 1,000 pounds and 50 cents for every 250 pounds thereafter.

The bill also provides that license numbers shall be issued during the last half of December and the first half of January and that all payments during that period shall be for the entire year. Licenses taken out after April 1 and up to July 1 are to be paid for at the rate of 75 per cent. of the amount charged for licenses taken out at the first of the year, while those taken out between July 1 and October 1 are to be paid for at the rate of 50 per cent. of the yearly charge.

From October 1 to December 15 the license charge is to be 25 per cent. of the total. At the present time no matter when the license is taken out the full amount is charged, although the fee is only good until January 1. Motorcycle riders are universally in favor of the bill, and with the backing of the entire motor vehicle industry, it is expected that it will be rushed through.

Some Practical Vulcanizing Hints for Repairmen

THE sticking of tires to the mold after vulcanization has always been a great source of annoyance to all repairmen. The best applications heretofore used as possible preventives have been lacking in some respects. Therefore, the discovery of G. R. Carmichael, a repairman of Perth Amboy, N. J., of the use of a material which overcomes this trouble will be welcomed by vulcanizers everywhere. Since the discovery is so simple, the wonder is that no one has reported it before.

So simple a substance as cocoa butter solves the problem. The method followed is this:

Clean the mold thoroughly with fine emery paper. Then after allowing it to warm up a little, go over it with a piece of cheese cloth saturated with cocoa butter. Next wipe till glassy and apply soapstone.

This method of preparing the mold has been tried in the Goodyear Repair School and found to work perfectly.

Why Some Repairs Fail

A few repairmen are attempting to use materials from two or more concerns in the same repair. For example, sometimes a fabric from one firm curing at 40 lbs. steam pressure for 40 minutes, with gum from another firm, curing at 55 lbs. for 50 minutes. This combination inevitably results in improper curing of one or the other, or both of these materials. It is best to use one make of repair materials for satisfactory results.

Repair From the Outside

This question is often asked: "Why not tear down sections on the inside of the tire?" Here are the most important reasons briefly stated:

Dirt and water penetrate a tire from the outside. Many a repairman working from the inside has had trouble due to not cleaning up the dirtiest part of the injury, just under the tread or side wall.

It is much easier to do thorough work in replacing the plies on the outside and the repair is always much stronger and more durable.

Thorough Buffing

Cushion gum should always be used between the fabric and the tread stock. It gives a much firmer union.

If the surface of a casing is not first roughened sufficiently, outside patch repairs usually loosen in use. An overflow of material beyond the injury will also cause this peeling off. Thorough buffing and cleaning off are the best preventives.

Cementing Reliners

Before cementing reliners, the paint on the inside of a tire should be scraped off. If possible, turn the tire inside out, a part at a time, and buff with a power driven brush. However, the gasoline or other liquid preparations should not be used. They gum up the surface and make good work impossible.

VITALIC BRIGADIER ENDURO LINE
Very Best Equipment LINE
Dealers quickly see exceptional values offered in these quality tires
VITALIC
BRIGADIER
ENDURO
DAUGHERTY BROS.
A. H. REDDEN
BICYCLES — REPAIRING — SUPPLIES
A. C. MOUNT
PERRY BROS. VULCANIZING CO.
T. T. WENTWORTH, Jr.
W. S. HORN

Write us today for sample sections of these tires and attractive display material and dealer helps.
Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa

The "Personality" of a Reputation

Morrow

To handle a product, no matter how good, without a reputation, is like trying to arrange a match between an unknown fighter and Jess Willard.

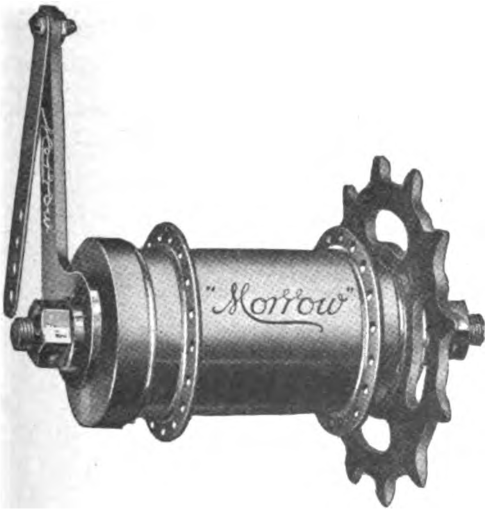
"Get a rep," is the invariable admonition.

There's the thing in a nutshell, dealers. If the product you handle hasn't that wonderful asset amounting almost to a "personality" — REPUTATION — you're bucking the tide of business instead of swimming with it.

If the brake you equip on your bicycles hasn't the backing of more than half a million satisfied users, if it isn't a brake that has put behind it nearly two decades of solid service on bicycles, in other words, if it isn't a MORROW Coaster Brake, you're not getting the full sales punch into your arguments, and further, the wheels that leave your store will not be so productive of general all-around satisfaction as if they were MORROW-equipped.

Still further, you are neglecting to take advantage of the most interesting, the most instructive set of business-building literature ever put out by a brake manufacturer.

"Get a rep?" We've had it for 18 years.



Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

FEDERAL AID FOR STATE ROADS

Secretary of Agriculture Apportions $10,000,000 for Rural Post Routes—How It Is Divided

WASHINGTON, D. C., Jan. 29.—The Secretary of Agriculture has apportioned the Federal appropriation of $10,000,000 to aid the States in construction of rural post roads for the fiscal year ending June 30, 1918, after deducting 3 per cent.—$300,000—to meet the cost of administering the act.

The remaining $9,700,000 has been divided among the States as the act prescribes—one-third in the ratio of area, one-third in the ratio of population and one-third in the ratio of mileage of rural delivery routes and star routes. Apportioned on this basis the money is divided as shown by the accompanying table:

This is the second apportionment to be made under this act. For the fiscal year ending June 30, 1917, the appropriation was $5,000,000. For succeeding years the appropriation is as follows: 1919, $15,000,000; 1920, $20,000,000; 1921, $25,000,000.

These sums do not include the $1,000,000 which is appropriated each year for ten years for the development of roads and trails within or partly within the national forests.

State	Sum Apportioned
Alabama	$208,297.80
Arizona	137,027.04
Arkansas	165,378.20
California	302,127.84
Colorado	167,380.28
Connecticut	62,180.88
Delaware	16,368.74
Florida	111,952.54
Georgia	268,658.96
Idaho	120,927.00
Illinois	441,852.46
Indiana	271,495.24
Iowa	292,351.20
Kansas	286,414.80
Kentucky	194,943.82
Louisiana	134,949.32
Maine	96,903.00
Maryland	88,094.44
Massachusetts	147,701.90
Michigan	291,567.44
Minnesota	284,788.12
Mississippi	177,811.68
Missouri	339,440.82
Montana	196,574.38
Nebraska	213,541.62
Nevada	128,796.60
New Hampshire	$41,993.24
New Jersey	118,425.36
New Mexico	157,475.62
New York	501,440.54
North Carolina	228,763.84
North Dakota	152,286.12
Ohio	373,810.84
Oklahoma	230,278.00
Oregon	157,374.74
Pennsylvania	461,288.34
Rhode Island	23,331.42
South Carolina	143,615.28
South Dakota	161,892.04
Tennessee	228,306.96
Texas	583,855.62
Utah	113,900.30
Vermont	45,688.94
Virginia	199,321.42
Washington	143,768.56
West Virginia	106,540.92
Wisconsin	256,722.14
Wyoming	122,393.64
Total	$9,700,000.00

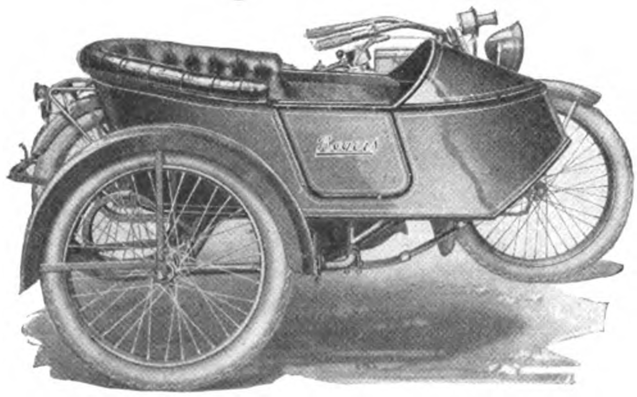
MUST STOP AT CROSSINGS

Bill in Colorado Legislature Will Force Self-Protection

DENVER, Colo., Jan. 27.—A bill has been introduced in the Colorado Legislature to compel all automobiles and motorcycles to come to a full stop within a certain distance of any railroad grade crossing in the State. The bill is for the enforced self-protection of motorists. If they do not stop they will take their own fate in their own hands. The bill will be designed to work in friendly conjunction with railroads and interurban lines to cut down the number of accidents and fatalities at grade crossings.

Not long ago the Public Utilities Commission ordered the railroads of Colorado to prepare and file with the commission blue print maps showing every grade crossing in the State, the surroundings, the approaches and giving the percentage of grade. Every tree, fence, building or other object near these crossings must be shown on the maps, which were for the use of the commission in deciding what safety devices should be installed. They were also for reference in case of accidents at the crossings. The commission also ordered the railroads to improve the vehicle roadways at all crossings at the expense of the railroads.

Two Big Features of Rogers Supremacy



The new ROGERS Model M Sidecar is "Tailor Made" to fit without alteration or adjustment, the particular motorcycle for which it is designed.

There is a Model M for every 1917 motorcycle capable of pulling a sidecar.

INTERCHANGEABILITY

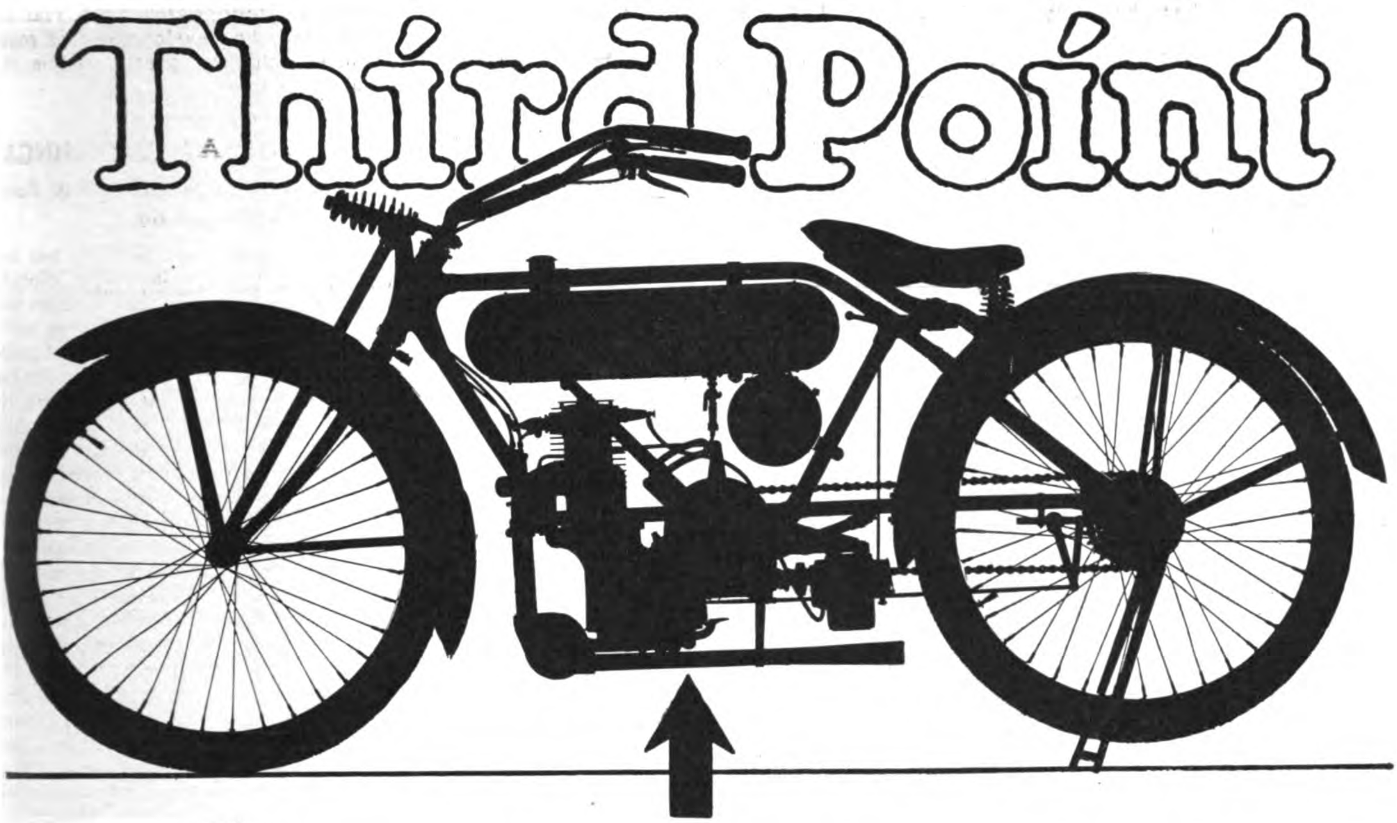
As such a machine is not universally adaptable, we have established an exchange system by which the owner of a ROGERS Model M may exchange the frame and fittings of his machine, no matter how long he has had it, for a new frame and fittings for any other make of motorcycle, at only a nominal cost to cover actual expense of handling.

By this method, there is no makeshift but a sidecar that is designed exclusively for the motorcycle on which it is used and the cost of exchange is but little if any more than the cost of new fittings necessary to change the universally adaptable types, and are always guaranteed perfect fit and absolute alinement.

These are the two biggest steps in sidecar improvement.

ROGERS MANUFACTURING CO., 337 West Madison St., Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.



75 MILES to the gallon

Lowest Center of Gravity

With half the dead load of the average motorcycle, the Cleveland Lightweight has the lowest center of gravity. Less metal to drive; less wear on tires; fewest number of parts; easiest to control, the Cleveland Lightweight is at once the ideal and the universal motorcycle.

The worm drive helps; the simple engine helps; the superior design helps; the fine specifications, high quality of material and workmanship, exact fitness for the public demand—all help to make the Cleveland Lightweight the most profitable dealer proposition on the market. The admitted leader in the lightweight field—the quantity seller and unquestionably the best machine for every dealer who wants to make more money on motorcycles. Price $160.00; with Starter $170.00 F. O. B. Cleveland, Ohio.

The Cleveland Motorcycle Mfg. Co.
7211 Platt Ave., Cleveland, O.

Thousands of men are riding to work and back on street cars; they ought to be traveling on Cleveland Lightweights. The possible sales to working men and special delivery messengers alone in every city are sufficient to establish a steady and profitable business for live Cleveland Lightweight dealers.

The Cleveland Lightweight

TACOMA TRADE ITEMS

How Dealers Find Things During Mid-winter Season

TACOMA, Wash.—The new Series 18 Excelsiors have arrived at the salesrooms of Fred Amblade and are attracting a great deal of attention. Amblade's repair and used machine business up till this time has been phenomenal, but his chief energies from now on will be directed toward placing the new machines.

At the Jess Bunker shop they are particularly busy just now unpacking and distributing a carload of Miami bicycles to the Tacoma trade.

To Oscar Lemons, of Tacoma, goes the honor of annexing the first 1917 Thor from the Paulsen shop. In addition to being a first class plumber, Oscar is also "some mechanician" and says he has picked a machine that is mechanically perfect.

TO PREVENT FRAUD

Bill Before Washington Legislature Hits at Installment Thieves

TACOMA, Wash., Feb. 2.—By way of preventing fraud in the case of motorcycles and other articles sold on the time payment plan, a bill has been introduced in the Washington legislature that has the full support of the motorcycle trade throughout the state.

Heretofore, under the existing law, it is possible for a purchaser to obtain a motorcycle on the part payment plan with a small first payment, giving the dealer a mortgage lien on the machine. If the purchaser took the machine out of the county in which the transaction was recorded and kept it there for 30 days, he could sell it and the dealer had no comeback. The new bill is aimed at this flaw in the present law and from all appearances it will be enacted without the slightest trouble.

NEW CLUB FOR MONTREAL

Art Ross Lines Riders Up at Show for a Promising Organization

MONTREAL, Que.—During the days of the Montreal Motor Show, held during the fourth week of January, Art. Ross, the Harley-Davidson distributor for this territory who had an attractive exhibit at the exhibition, launched what will probably be Montreal's first real motorcycle club. During the show period Ross secured the names of fifty motorcyclists at his booth as active supporters of the new organization and he has filed an application with the Provincial Government for incorporation papers. Club quarters over the Ross store on St. Catherine street, Montreal, have been provided and a schedule of social events has been arranged for the members until the snow melts.

Ross announced at the show that he had sold twenty-five new Harley-Davidsons in Montreal in 1916 but he took orders for almost this number of 1917 models during the week of the display so that he expects to be able to triple his volume of motorcycle business of last year. On the second night of the show alone, Ross took deposits for seven Harley-Davidsons.

ROCHESTER SHOW

One-Tenth of Space Taken by Cycle Dealers—Some Function

ROCHESTER, N. Y., Jan. 29.—Of the better than 80,000 square feet of floor space sold for Rochester's ninth annual motor show, 8,000 feet, or just about 10 per cent., was taken by the two-wheeler dealers.

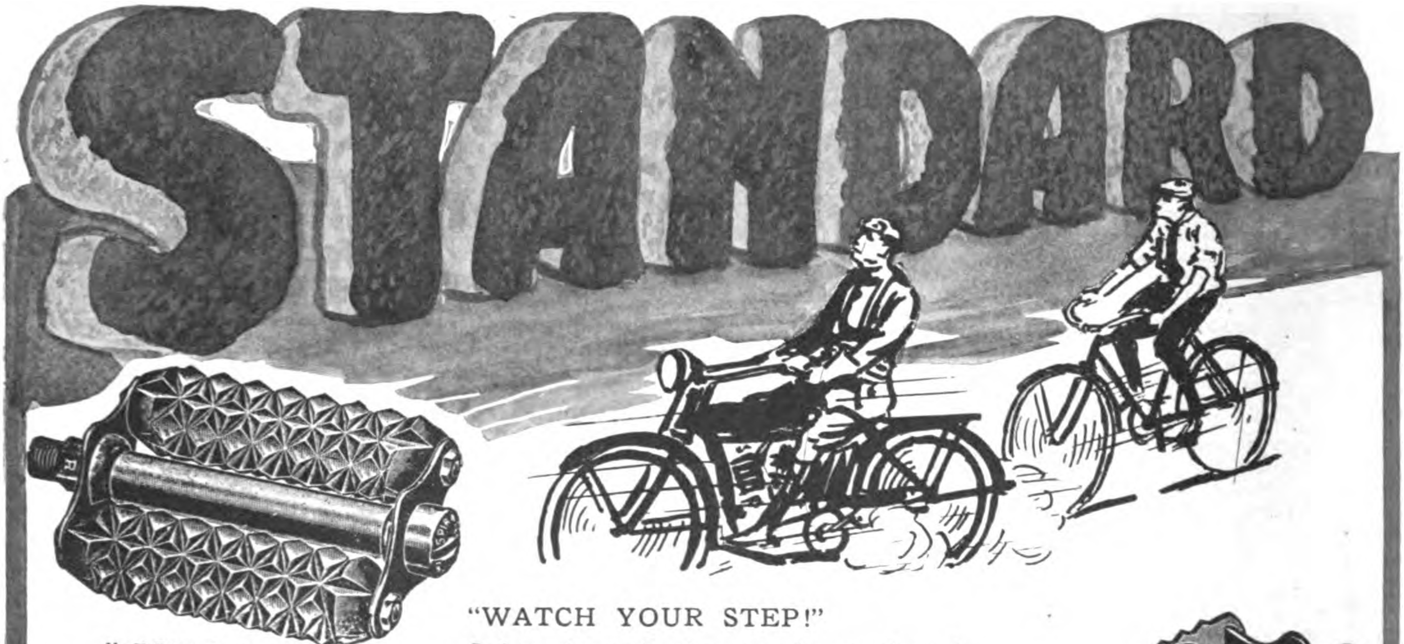
The cycle trade was represented by the following exhibitors: Flyn Brothers, Thor motorcycles, Vim bicycles, Rogers sidecars; Wagner-Dolph Co., Inc., Harley-Davidson motorcycles and bicycles, and Cleveland lightweights; Towner Bros., Dayton motorcycles, motor bicycles and bicycles; George L. Miner Co., Indian motorcycles, Indian, Pierce, Columbia and Miami bicycles, Smith Motor Wheel and Smith Flyer.

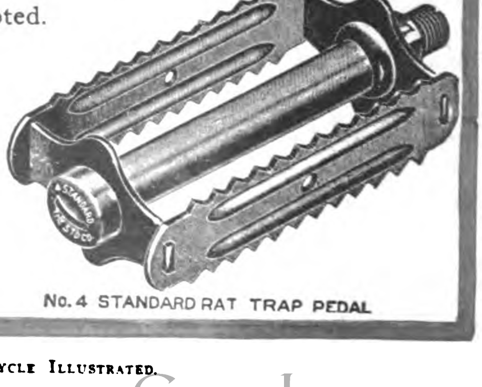
On Tuesday night, which was designated as motorcycle and bicycle night, the Wagner-Dolph Co. entertained a number of prominent members of the cycle trade as well as several of the local trade representatives.

The feature of the show week was a dinner given in honor of Secretary of State Francis Hugo, by the Rochester Motor Club and the Rochester Motor Trades Association.

VAN FOR DELIVERY PURPOSES

FT. WORTH, Tex.—The commercial motorcycle is getting a boost in and around this town. One of the latest of the bigger houses to adopt the motorcycle for trade purposes is the Miller Supply Co., who have just purchased an Indian with special sidevan.





No 5 PIRATE PEDAL

"WATCH YOUR STEP!"
Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. Torrington Connecticut

No. 4 STANDARD RAT TRAP PEDAL

I am the Bicycle Manufacturer—

"Practically every bicycle that leaves our works is equipped with a coaster brake—most of them with New Departures. They are both my choice and the demand of the riders.

"New Departures are best made and handsomest. I find the riders have thorough confidence in New Departure capacity for long service.

"To maintain the lead in popular favor and use for nearly a quarter of a century they certainly must be good enough for my bicycles.

"New Departure reliability guarantees satisfaction to the rider and helps build up a reputation for my wheels—that means money to me.

"Knowing all this, wouldn't I be foolish if I did not equip my output with this brake of long proven excellence and popularity?"

NEW DEPARTURE
COASTER
BRAKE

The Brake that Brought the Bike Back.

THE NEW DEPARTURE MFG. CO.
BRISTOL CONN

GOODYEAR LABORATORY

Plant Will Serve as Such for Massachusetts Technology Chemical Students

AKRON, O., Jan. 29.—Following the announcement a couple of weeks ago that W. K. Lewis, professor of chemical engineering at the Massachusetts Institute of Technology, had been appointed to the post of consulting chemist for the Goodyear folk, it now develops that there has been inserted in the curriculum of the institute's chemical engineering course a requisite of six weeks' practical study of rubber work at the Goodyear plant.

The rubber company offers its entire factory as a laboratory to the technical men, and in return the entire faculty of the institute will act in the capacity of consulting engineers for the tire makers.

INTERESTING THE CATTLEMEN

DENVER, Col., Jan. 27.—The eleventh annual Western National Stock Show is in progress in Denver this week, and the Western Supplies Co., 1448 Larimer street, is getting a good deal of publicity by having an exhibit of 1917 Thors and Reading Standards on the stock show grounds.

JANUARY FIRESTONE IS SNAPPY

For a bright and breezy paper, chock full of real tire news and fine service ideas for the dealer, it would be hard to beat the January number of the *Firestone,* the house organ of the Firestone Tire & Rubber Co.

The booklet, as usual is handsomely illustrated and is typographically a masterpiece. From the front picture cover, which is a corker, to the rear, which depicts the tanks of eleven different makes of motorcycles on which Firestones are used as equipment, the issue sets the high mark for both readability and serviceability.

GOODRICH TAXES LARGEST

AKRON, Ohio.—The largest tax check presented to the county treasurer in payment of semi-annual taxes came through today when the B. F. Goodrich Co. sent in their check for $166,000.

AIDING CHAMPION PLUG DEALERS

TOLEDO, Ohio, Feb. 1.—For the purpose of co-operating with dealers handling Champion spark plugs, the Champion Spark Plug Co. is starting two of its fleet of advertising cars to the Pacific Coast. The cars, which are equipped with everything necessary to set up a hoard of attractive Champion window displays, headed first for Chicago; from there they will go to Kansas City, Dodge City, Las Vegas, and San Francisco.

FOUR TOLL GATES ELIMINATED

BROCKVILLE, Ont.—With one fell swoop, four toll gates on the eleven-mile road between Brockville and Prescott have been eliminated by the decision of the Leeds and Grenville County Council to purchase the short stretch of toll highway. The four gates have long been a hindrance to both through and local traffic.

HOW SWENSON FINDS TRADE

PROVIDENCE, R. I.—B. A. Swenson has just received a big shipment of Indian bicycles which he is distributing this week to his stores in Pawtucket, New Bedford, Taunton and Woonsocket. His son, Eddie, delivered a motorcycle via motorcycle truck to the Woonsocket store to-day.

Among the sales made by Mr. Swenson last week included a solo Indian to Everett F. Tanner, a letter carrier. Mr. Tanner has only one arm, his right having been shot off some time ago by a careless hunter. Mr. Tanner, himself a great hunter and fisherman, bought the motorcycle to enable him to get to his favorite sporting grounds more easily.

TAKE EXCELSIOR IN BOSTON

BOSTON, Mass.—Myreow Bros., for the past two years dealers in second-hand motorcycles, on Berkely St., Boston, Mass., have just signed up for the Excelsior for Boston and vicinity. In preparation for the coming season and in anticipation of a large business, the Myreow boys have leased the store adjoining their present location and had a doorway cut through to join stores. They now have two store fronts right in the motorcycle center of Boston.

MARTIN TAKES THOR

DERBY, Conn.—Anthony D. Martin, of 22 New Haven avenue, has signed with the Thor Motorcycle Company, of Boston, Mass., to represent the Thor motorcycle in this city and vicinity.

Diamond Chains
FOR
Motorcycles

Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana

Merely a Matter of Miles

But many times it means all the difference between a smile and a summons.

Play safe by equipping with the

CORBIN-BROWN SPEEDOMETER

Take this instrument along with you on this season's trip. It can be depended upon and has been depended upon by motorcyclists the country over.

It has done what is expected of it: Told the truth and kept in good condition. That's all you can ask of a speedometer.

Dealers have handled the Corbin-Brown with unqualified success. There is a special model for Ford cars.

Get in touch with us today.
Catalog on request

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES:
New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

0
10
20
30
40
50
60
70
80
MILES PER HOUR

R-S Motorcycles

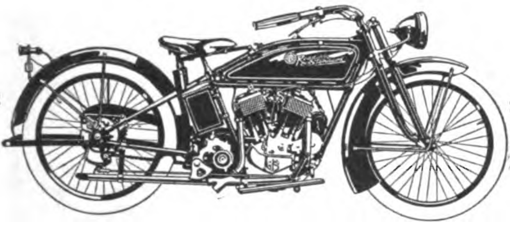
Motorcycles in the main are alike in general outline—but quality, "the part you can't see," is the one big item that makes or mars a machine.

Reading Standard Quality shows up in every day work—because R-S owners ride through weeks, months and even years on machines that show practically no evidence of wear.

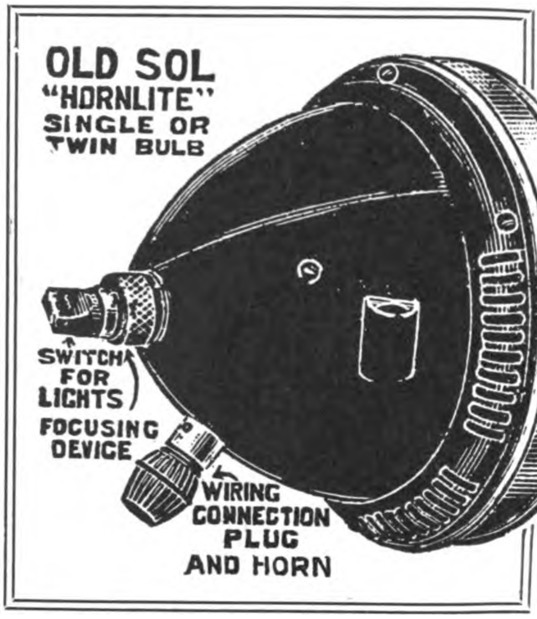
And this quality starts with material bought for quality regardless of cost, construction methods "above par" and enough inspection and test to eliminate every defect.

READING STANDARD COMPANY

501 Water St. Reading, Pa.



Old Sol "Hornlite"



Standard Equipment on these 1917 Motorcycles

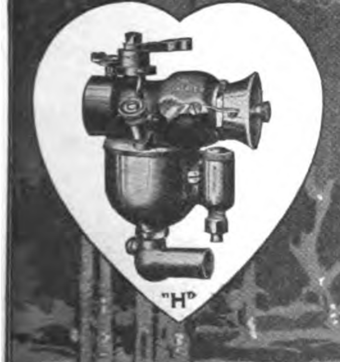
Indian—Henderson—Dayton—R-S—Thor

Hawthorne Manufacturing Co.
Bridgeport, Conn.

The SCHEBLER CARBURETOR

America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE



WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

D Stands for Dayton

ALSO FOR

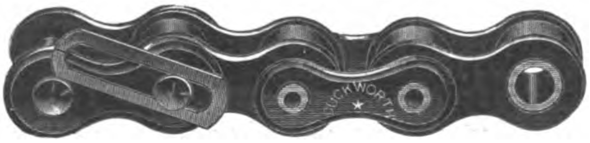
DUCKWORTH

When you see the capital D on a 1917 Dayton Motorcycle it is a high sign that that machine is fitted with the chain of highest quality—the DUCKWORTH.

And when you see the capital I or the capital E or the capital H or the capital P or H-D or R-S, then, too, think of DUCKWORTH for 1917 Indian, Excelsior, Henderson, Pope, Harley-Davidson and Reading-Standard motorcycles are Duckworth equipped.

It's a cinch that none of the riders of those machines will ever change to another chain. But how about you?

Duckworth Chain & Mfg. Co.
Springfield, Mass.



MAKING SIDE LINES PAY

(Continued from page 27)

always gets birds. Why? That's easy! He shoots our shells and goes after 'em on an ——————.

Or

Bass are so hungry on Loon Lake that they'll eat out of your hand. Good boats can be rented on the grounds. Better ride down on a —————— and try your luck. Buy your tackle here, and make sure of a good catch. Don't keep any undersized fish! The game warden there is always on the job.

Every now and then **Motor Cycle Illustrated** has featured some successful Nimrod bringing home a goodly buck in his sidecar. It would be a poor sort of dealer indeed who couldn't get a bit of valuable advertising for his line out of such splendid material. Further illustrations of the limitless possibilities in this direction are unnecessary. Whatever is done will mean publicity for the dealer's make of motorcycle and for his sporting goods side line. And publicity, of the right sort, always brings business.

A Window Display

A fine window display could be fixed up in some such way as the following: The first essential is a notable fish—a real old bruiser—whether bass, trout, or some other game fish. Several good sized fish might be used together, but the mistake should not be made of featuring a killing which consisted of merely a huge number of dead fish. In these days when fish and game are becoming scarce, true sportsmen frown upon excessive bags; they savor too much of the "game hog."

Put the motorcycle on its stand at the left of the show window from the outside; next a bug plus sign, in black on white cardboard; then a simple tackle display—possibly a bait casting rod, reel, line, and a few baits—the nature of the outfit depending on the kind of fish displayed; an equal sign; and last the trophy—packed in moss with chinks of ice so that it will keep longer. Then from the outside the display would read: (Motor)+(fishing tackle)=(fish), certainly an effective and striking way of driving in the all-important fact that the motorcycle provides an absolutely ideal way of getting to good fishing. A similar display could be worked up for the hunting season.

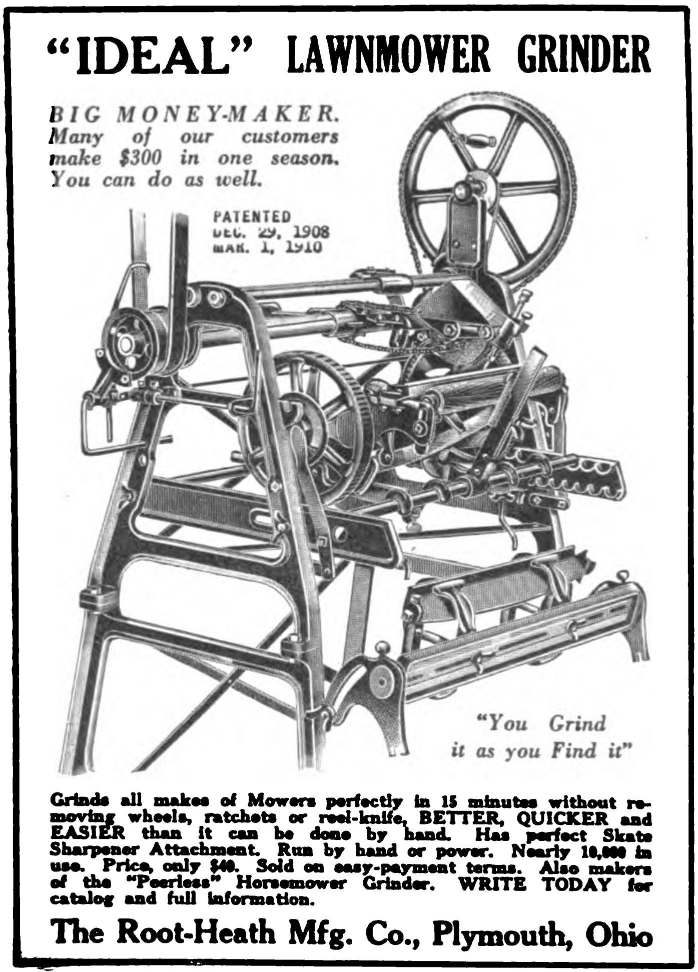
Stimulating Interest

The motorcycle-sporting-goods dealer might find it worth while to offer a prize—say a first class rod or a complete outfit of good tackle—for the largest bass, trout, or other game fish common in the district, put on display in his window during the open season or during a given period. In order to get the full benefit for himself the conditions for the contest might provide that the fish must be caught with tackle from his store, and possibly also that all contestants must register in advance. Or the affair might be open to all, with no conditions. At any rate, the extra business that would be sure to come would be far in excess of the cost of the prize offered, and it is reasonable to suppose that many of the new customers attracted by the chance of getting a prize would become permanent. Of course the contest, whatever its nature, should be thoroughly advertised.

Caring for Stock

It goes without saying that any display or stock of sporting goods should be well taken care of. Most big stores have a plan of virtually cleaning out all their fishing tackle at the end of the season, especially such as will not carry over very well to another season. This is usually done by means of an annual sale, which is often a regular feature with the store, and at which goods are priced at very attractive discounts. Stuff unsold at the end of the three or four days' "run" would then be carefully put away until the next spring, so that when put on display again it would have no suggestion of a shop worn appearance. Flies may require special treatment or moths will be almost sure to ruin them. They should be packed with camphor balls in some moth-proof receptacle. Guns, reels, and the like, should be kept well coated with oil, so that rust will have no chance to get in its deadly work.

By all means there is a fine chance for the motorcycle dealer in sporting goods as a side line—provided he is the sort of man to handle it right. If he is planning to put the line on in a half-baked way and then let it take care of itself, he had better keep out. Otherwise he can only burn his fingers, not to mention singeing his whiskers.


"IDEAL" LAWNMOWER GRINDER

BIG MONEY-MAKER. Many of our customers make $300 in one season. You can do as well.

PATENTED
DEC. 29, 1908
MAR. 1, 1910

"You Grind it as you Find it"

Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $40. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio

WICO

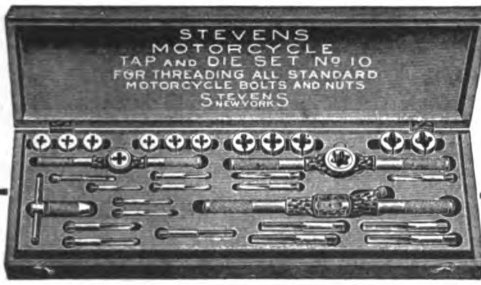
BEHIND THESE MOTORCYCLES

Behind the high class service of the Pope and the Indian is the certainty and satisfaction of WICO Batteries.

For more than 60,000 motorcycles WICO wins admiration. How about yours?

Witherbee Igniter Co.

Springfield, Mass., U. S. A.



A Good Threading Set

This set is complete—it will duplicate the threads on every motorcycle on the market. There are 13 large adjustable dies, 15 machine taps, 2 stocks, 2 tap wrenches and screwdriver. The quality is right. Every piece guaranteed. PRICE—Mounted in hardwood case, $10.00.

Mfrs. of Bicycle, Motorcycle Accessories. **STEVENS & CO.** 375 Broadway, New York

Firestone

Motorcycle Tires

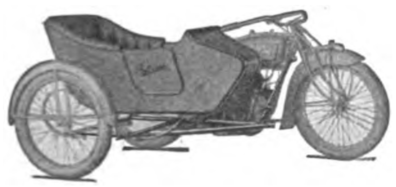
The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company
Akron, Ohio. Branches and Dealers Everywhere

Pullman
THE HARRY SVENSGAARD SALES CORP.
DETROIT.

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

RACERS
RELY on
RENOLD

7143 and 7144

5/8" Pitch	5/8" Pitch
1/4" Wide	3/8" Wide

Because of their proven merit RENOLD CHAINS are the choice of the racing fraternity for all events that call for speed, stamina, or strength. They are holders of more World's Records than any other chain.

Deliveries from Stock

Peter A. Frasse & Co., Inc.
419 Canal St., New York.

RENOLD
RENOLD

AIM
AUBURN

SPARK PLUGS

Win Their Way by Merit

Look for the "Aim" behind the name

At All Good Dealers

Auburn Ignition Mfg. Co., Inc.
AUBURN, N. Y.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
300 W. 120th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2060 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3966 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York Bronx Branch
533 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1601 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3966 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1631 Bedford Ave., Brooklyn

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

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KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

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MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

Light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

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Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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Also

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CITY SUPPLY CO.
56 Warren Street New York

CYLINDER GRINDING

Motor-Cycle Exclusively
New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7063

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—Reading Standard presto and sidecar, 1916 three-speed, run 2,600 miles, $235. Harley-Davidson, 1914 two-speed twin, $110. Best condition. Don Scheifley, Pottstown, Pa.

FOR SALE—1916 Harley-Davidson, horn, Prest-O-Lite tank, lamp, and F-N tandem, run less than 2,000 miles. Everything in good condition. Price $230. Chester Ickes, Reynoldsdale, Pa.

FOR SALE—1916 model Indian, lamp, tank seat, horn, all $225. 1915 model Indian, new condition, $150. Both 3 speed. A. E. Palmer, Port Jervis, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

FOR SALE—1916 3 speed Indian twin. Bought August 5. Never punctured. Never let fall. Looks and runs like new. I want the 1917 Olive drab finish. Price $200. J. W. Phelps, Le Roy, Ill.

FOR SALE—Twin Indian, cradle spring frame, two-speed, electrical equipped and just overhauled. New gears and clutch, $130. (Call or write.) H. Lockwood, 372 Communipaw Ave., Jersey City, N. J.

FOR SALE—1912 Twin Indian, good condition, Prest-O-Lite, footboards, 3-inch tires, auto inner tubes, exhaust horn; $45. Also one 1915 H.-D. sidecar, $40. R. L. Myler, R. No. 1, Box 64, Caruthersville, Mo.

THREE singles, two twins, Henderson, Smith motor wheel. Three watches. Exchange for automatic shotgun, trapgun, bicycle, anything. Stamp. Lee Howell, Jr., 217 Chestnut St., Evansville, Ind.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

DEALERS NOTICE—I am overstocked in fine Mica Spark Plugs (Metric size), to fit Indian, "X," Thor, De Luxe, etc. Send 30 cents in stamps for sample, or $3 per doz. C. O. D., subject to examination. Henry F. Pardon, Indian Agent, Owensboro, Ky.

SLIGHTLY USED PARTS at less than half. We tear up hundreds of motorcycles and sell the good parts cheap. Bosch magnetos, $4 to $10; cylinders, $3 to $7; frames, $2 to $10; pistons, $1. All other parts in proportion. No catalogues. Write for prices. Van's Motorcycle Wrecking Shop, 101 West 10th St., Los Angeles, Cal.

HELP WANTED

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man as shop foreman, one that can take charge of a shop using from six to eight mechanics and get best results from same, etc. Only those with long experience and best references from some good motorcycle concern need apply. Will pay the right price for the right man. Answer by letter only, furnishing full particulars and a copy of references, etc. Harley-Davidson Sales Co., 533 W. 110th St., New York City.

FIRST-CLASS experienced Bicycle Repair Man. Best salary paid to the right party. Steady position year round. Address C. G., care Motor Cycle Illustrated.

BUSINESS OPPORTUNITIES

FOR SALE—Best, old-established paying bicycle, motorcycle and phonograph business in Florida (southland). Population, 10,000. Selling reasons, sickness and wish to retire. Address Rex, care of Motor Cycle Illustrated.

MOTORCYCLE AND BICYCLE business with Indian agency for sale. Stock inventories over $1,700. Income $3,000. Partner considered. Stodel, 2915 Clarendon Road, Brooklyn, N. Y.

POSITION WANTED

WANTED—Position by motorcycle and bicycle repairman; ten years' experience. Married, strictly sober. References from last two employers. Go anywhere at once. L. H. Means, 119 West 14th Street, Norfolk, Va.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Indian 1915 frame, less tanks, front and rear springs, forks. Frank Vache, Temple, Okla.

WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa.

WANTED—Pair small size 1915 Harley tanks. Box 1689, Atlanta, Ga.

AT 1635 Myrtle Ave. and Woodbine St., motorcycle garage; capacity, 30 machines; opening February 1. Apply now for space, $1.50 month. Raedel, 2363 Myrtle Ave., Brooklyn, N. Y.

THE BENTON

After you have once purchased a Benton Spark Plug you will always remember it by its superior service. But if you have not made your first purchase of The Benton yet, don't be misled by similar sounding names. All Benton Plugs are marked THE BENTON and are manufactured by

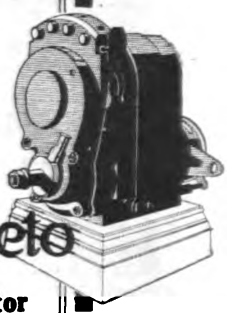
L. F. BENTON CO.
Vergennes, Vt.

Worth More

Does More

The Berling Magneto

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

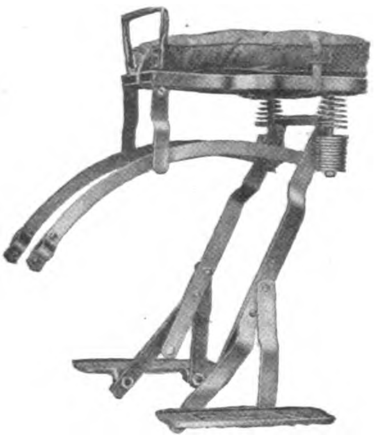


Real Protection

The Chicago Dimmer Goggle—the perfect fitting, perfectly constructed eye shield—affords not only REAL PROTECTION against sun, wind, dust and rain but is most comfortable to wear and allows FULL RANGE OF VISION. It fits your face the way a thoroughly effective goggle should. You can buy Chicago Dimmer Goggles from your dealer.

DEALERS, YOUR JOBBER WILL SUPPLY YOU.

Chicago Eye Shield Co
Chicago, Ill



Prepare Now

You know that the demand for

F-N TANDEMS

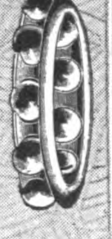
will be great during the spring. Wise dealers have already insured themselves against uncertain spring deliveries. Get on the job.

Price $11.50 Each

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.



MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Advertisements for
MIAMI-MADE BICYCLES
Will Be Reproduced Before Buyers
7,205,046 TIMES
Cash In On This Advertising
Four Lines
RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1035-1051 Grand Avenue, Middletown, O., U. S. A.

POINTERS ABOUT PATENTS

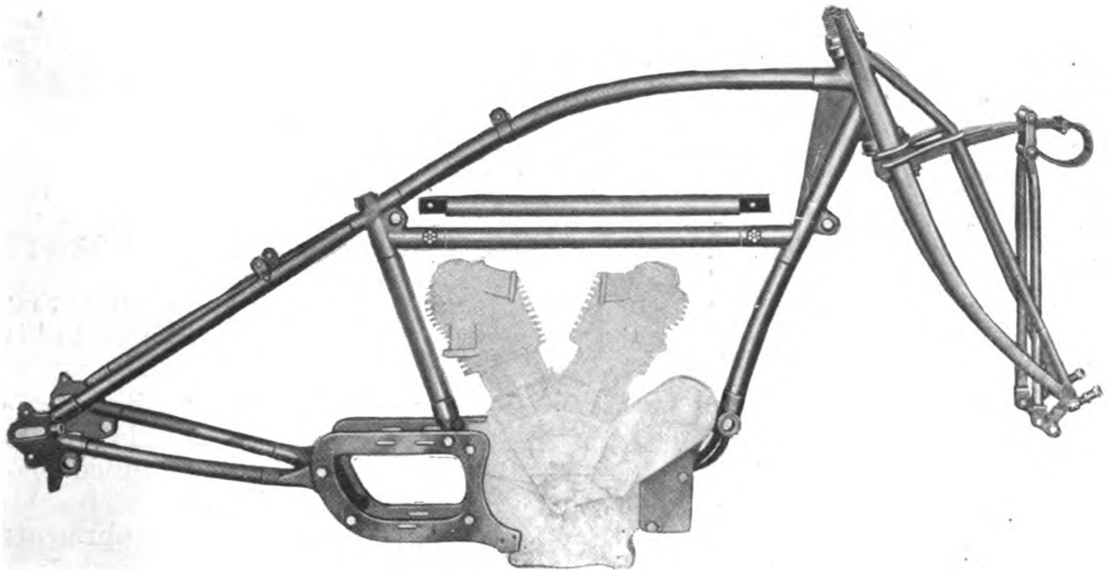
Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

The Best Features of Other Motorcycles Reach Their Highest Development in the

EXCELSIOR AUTOCYCLE

The Nickel Steel Frame with Removable Center-Bar Is Exclusively EXCELSIOR



The EXCELSIOR was the first motorcycle in the United States using drop forgings exclusively in the frame fittings and connections.

The EXCELSIOR is the ONLY motorcycle in which THERE HAS NEVER BEEN a casting or other inferior frame connection.

In addition to these features, in Model 18-3 we have added another detail of the greatest convenience,

The Removable Center Bar

Everyone who has ever had to remove a cylinder for the elimination of carbon or doing similar work on a motor, will appreciate the value and convenience of this construction.

Simply disconnect the oil and gasoline pipes, remove the two cylinder head bolts and the bolts at the ends of the center bar, and the bar, gasoline tank and all connections may be swung to the side; or by removal of the straps over the top frame tube, the tank and bar may be removed entirely, giving complete access to cylinders, pistons, piston pins and all parts of the motor above the crank case.

Ten minutes' work takes the place of two hours or more and eliminates interference with transmission and crank case bolts and other parts of the power plant that usually have to be removed to attain access to the inside of the cylinders.

This is simply another detail of EXCELSIOR SUPERIORITY and one that will be quickly appreciated by dealers, repairmen and experienced riders.

Our catalog describes many others. Write for it today or see your dealer.

EXCELSIOR MOTOR MFG. & SUPPLY CO.

Office and Factory, 3703 Cortland St., Chicago

REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEMS

Widening the Field of the Motorcycle

An Advertisement by Remy to Harley-Davidson Dealers

SEVERAL years ago a famous automobile manufacturer equipped his cars with an electric starting and lighting device.

Other manufacturers watched with interest. They feared that this maker was right; but they hoped he wasn't.

He sold all the machines he could possibly make that year. The demand was really far greater than his output.

Today practically every motor car maker equips his product with electric starting and lighting. The output of motor cars grows greater every year.

Why? Because people found such equipment convenient. They wanted it. They got it.

Harley-Davidson uses Remy Ignition and Lighting on its motorcycles.

It is widening the field for the motorcycle by improving the motorcycle. It is giving you, its dealers, the same edge on the other fellow that this automobile maker gave to his dealers some years back.

We hope you appreciate the advantage which Harley-Davidson gives you in these Remy-equipped machines.

You have a machine that presents distinct features.

You give your customers more. You give them more in convenience. You give them more in efficiency. You give them more in genuine satisfaction and service.

There should never be any doubt in your own mind, even if there is in the customer's.

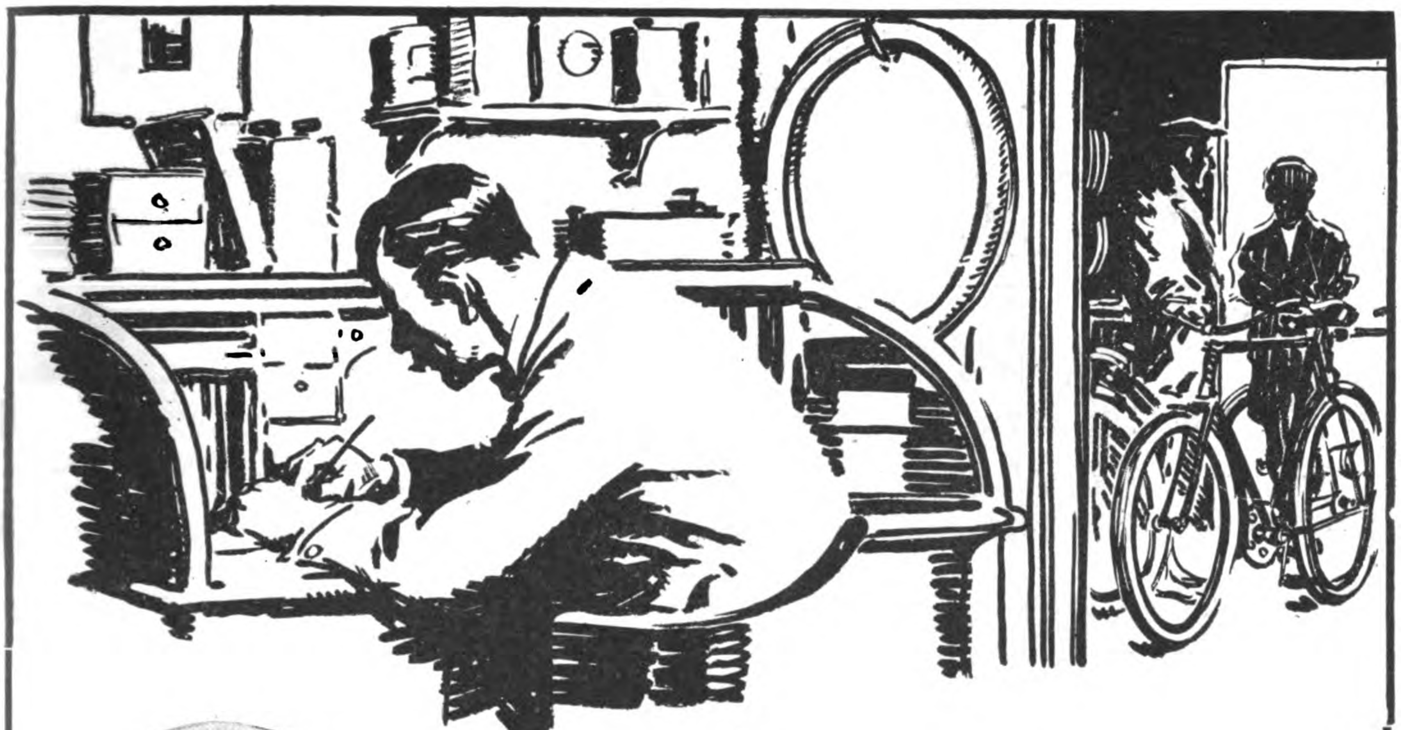
He comes to you because he believes Harley-Davidson is the best motorcycle his money can buy.

Then show him that it is the best. Sell him the electrically-equipped machine.

It is worthy of all your sales efforts. You will be repaid with better business. The customer will be repaid in complete satisfaction.

CONSTANT REMY SERVICE

Remy Electric Company
Sales and Engineering Offices
Detroit, Mich.
Factories and General Offices
Anderson, Indiana



WESTFIELD MFG. CO.
Columbia
WESTFIELD MASS. U.S.A.

Write That Order Now

Do it.
Don't delay.
We won't.
Our facilities enable us to fill your order on receipt.
Our bicycles enable you to make sales on sight.
Purchasers do not have to investigate the

Columbia Bicycle

They know. They found out years ago.

Each year of their thirty-nine years of existence Columbia bicycles have strengthened their hold on the riders preference.

Already 1917 is proving itself a banner year.

There is PROFIT PLUS PRESTIGE when you sell this famous line.

Get it into your windows now.

People are passing all the time. Tempt them with a Columbia.

Complete line of models — wide range of prices.

Send for new 1917 Catalog

Westfield Manufacturing Company

Department 11
Westfield, Mass.
Makers of the Pope Motorcycle

"LET THE SMITH MOTOR WHEEL DO THE WORK"

Clean
Reliable
Economical
Easy
to
Attach
and
Easy
to
Ride

Double
Control
and
Other
New
Features
Light
in
Weight

Enjoy Bicycle Riding with the Labor Cut Out

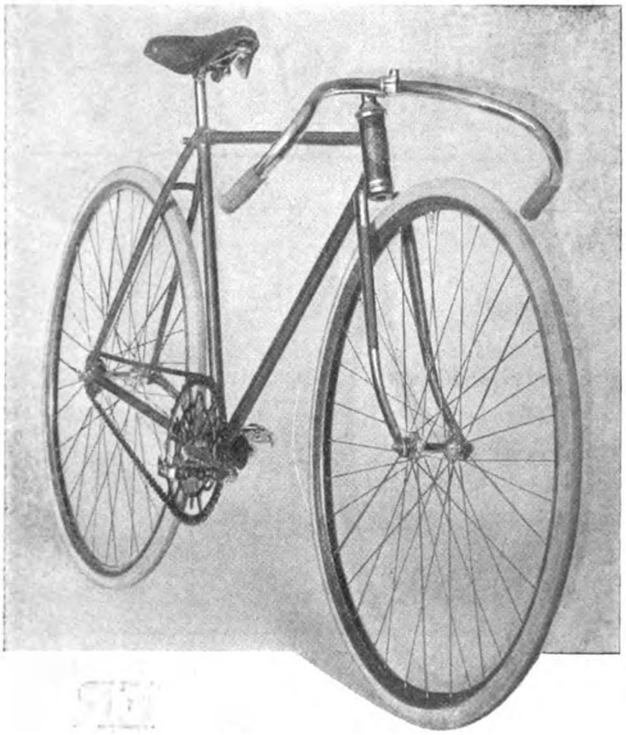
The Smith Motor Wheel is adding thousands of new bicycle riders to the ranks yearly. It's the **Booster** that is **Bringing the Bike Back.** Scores of bicycle riders **right in your town** can be induced to buy **Motor Wheels,** once they are shown the pleasures one brings, and the big saving over any other means of transportation. To maintain a Smith Motor Wheel costs **less than one-half cent per mile.** There's economy for you!

The improved Motor with new double control makes for more power and easier handling and places the Smith Motor Wheel **in a class by itself.** Dealers everywhere who have ordered a 1917 demonstrator are enthusiastic over prospective sales.

If your territory is not handled by one of the following distributors, write us direct **now,** and get the **big end** of the **bicycle business.**

J. W. Grady & Company, Worcester, Mass., New England.
Haverford Cycle Company, Philadelphia, N. J., Eastern Pa., Va., N. C., S. C.
Nickerson & Schroeder, 1078 Bedford Ave., Brooklyn, N. Y., New York City, Brooklyn, Long Island, Western Conn.
Edwards-Crist Mfg. Co., 13th & Michigan, Chicago, Ill., Cook County.
A. E. Bregent, 208 St. Catherine St., Montreal, Can., Dominion of Canada.
Buckeye Motor & Cycle Company, Akron, Ohio, Ohio (except counties contiguous to Columbus).
Penn Motor Supply Company, 5900 Penn Ave., Pittsburg, Pa., Southwestern Pa.
Schmelzer Arms Company, Kansas City, Mo., Kansas and Western Missouri.
Ballou & Wright, Seattle and Portland, Washington, Oregon and Idaho.
Appeal Manufacturing & Jobbing Co., 631 S. Los Angeles St., Los Angeles, and 1596 Market St., San Francisco, Calif., Arizona.

MOTOR WHEEL DIVISION **A. O. SMITH CORPORATION** **MILWAUKEE WISCONSIN**



The Harley-Davidson Road Racer—$40.

"22 pounds of speed"—possibly that's the best way to describe this latest Harley-Davidson product, a masterpiece of riding balance.

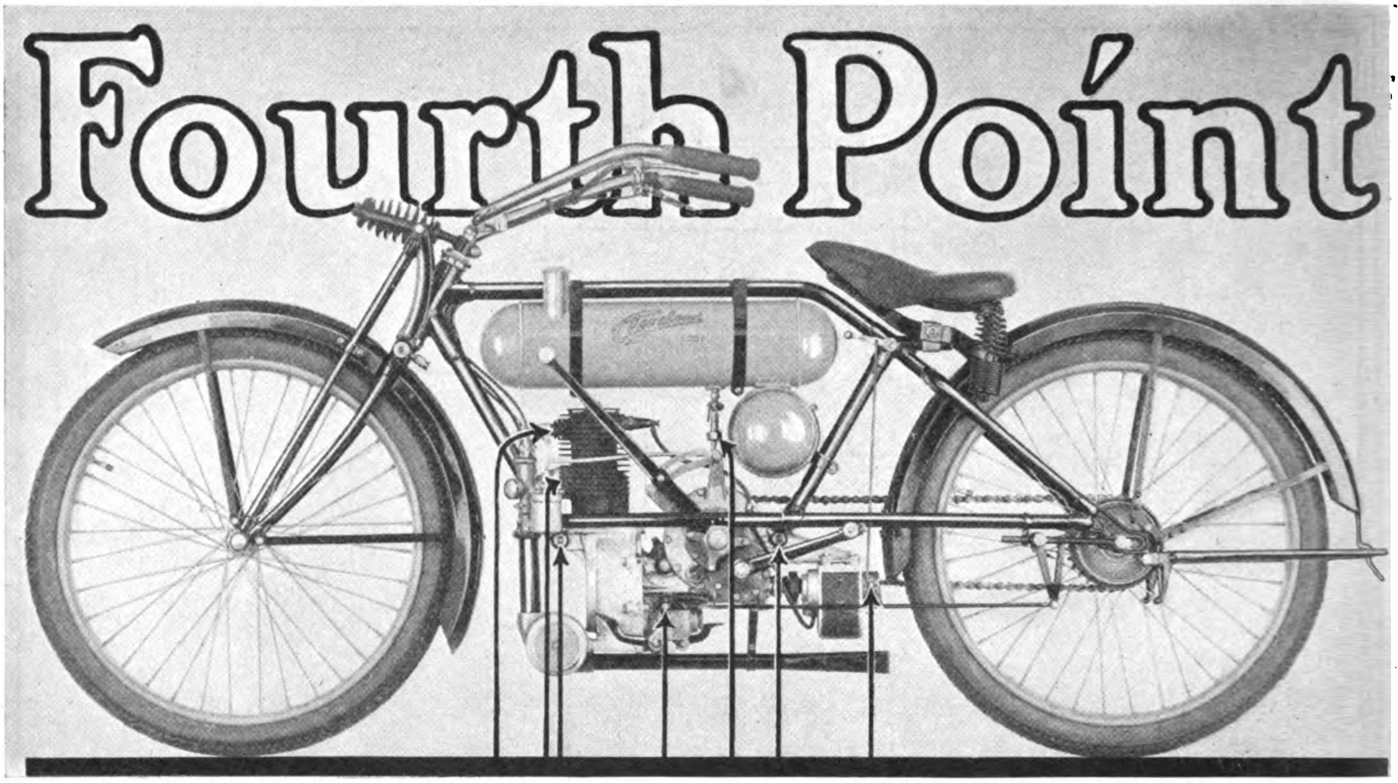
Incorporating the very best design, material, workmanship and equipment, we believe the Harley-Davidson road racer *cannot be duplicated.*

Many bicycle riders prefer a light wheel for ordinary riding. To meet their requirements, mudguards can be fitted to this model.

We will be in a position to begin shipments on the road racer shortly after Feb. 15th. Harley-Davidson dealers now have complete specifications covering this model and we suggest that those who may be interested in this type get in touch with their Harley-Davidson dealer at once.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

Fourth Point



Follow the arrows, note the two main bolts and the ease with which the control connections on the power plant of the Cleveland Lightweight are removable.

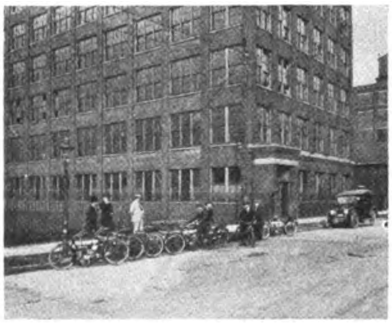
DETACHABLE POWER UNIT

Simplicity again.

Take out two main frame bolts, remove the control connections, and the entire power plant of the Cleveland Lightweight is free from the frame. All Cleveland Lightweight power plants are interchangeable. You can take out one motor and put in another in a very short time.

This is only one out of numerous important selling points on the Cleveland Lightweight. You remember the first point; straight line worm drive; the second, simple two-stroke motor; the third, low center of gravity; here's the fourth, and there are more to follow.

For the dealer who wants to make more money on motorcycles, the Cleveland Lightweight is the first choice; clean, silent, light, economical and low priced, it has set the pace for motorcycle sales. It sells on demonstration; weight 150 pounds; goes 75 miles on a gallon of gas; price $160.00; with Starter $170.00 F. O. B. Cleveland.



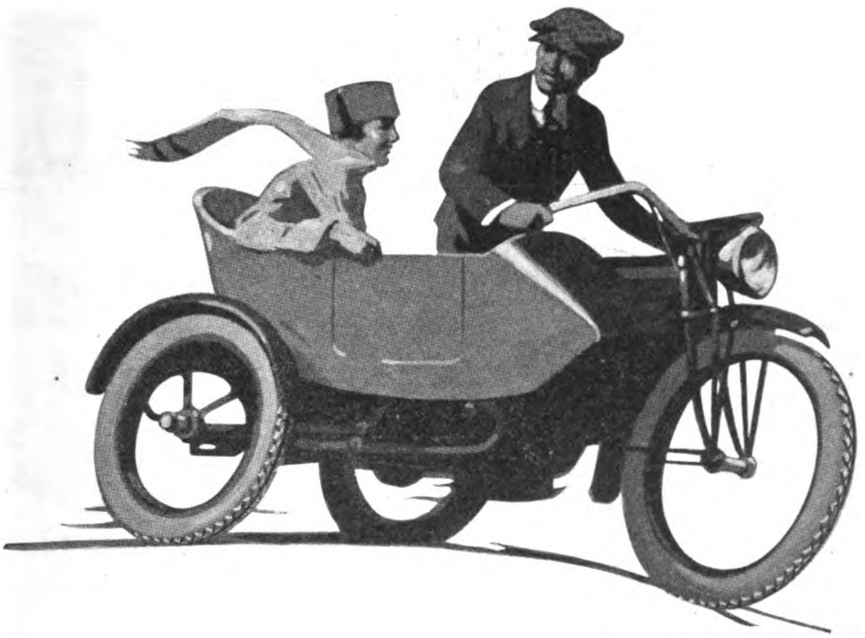
Every bicycle rider is a prospect for a Cleveland Lightweight. Every workman, clerk, delivery boy, repair man, hunter, tourist and vacationist needs a Cleveland. Live dealers can sell Clevelands almost as easily as bicycles and earn much larger profits.

The Cleveland Motorcycle Mfg. Co.
7211 Platt Ave., Cleveland, O.

75
MILES
to the gallon

75 miles to the gallon is the average performance of the Cleveland Lightweight. Under the most favorable conditions it will do a lot better than this.

The Cleveland Lightweight



BLUE STREAKS

Sell Them Care-Free Sport

Customers come back to you full of enthusiasm about Goodyear Blue Streaks when they have taken your advice and bought these rugged, *care-free* motorcycle tires. And they will thank you for telling them the good qualities of Blue Streaks.

Motorcycle pleasure jaunts, during the fair-weather days to come this season, will be only as enjoyable as the motorcycle tires are capable. Advise your customers right. Recommend Goodyear Blue Streaks. These tires will make good—and good friends for you.

For business, just as for pleasure, Goodyear Blue Streaks are the safest and best buy you can suggest. Blue Streaks deliver. They are serving thousands of merchants who have perfected their delivery service through motorcycles shod with these good, reliable Blue Streak Tires.

There is a Goodyear branch near you. How is your stock?

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

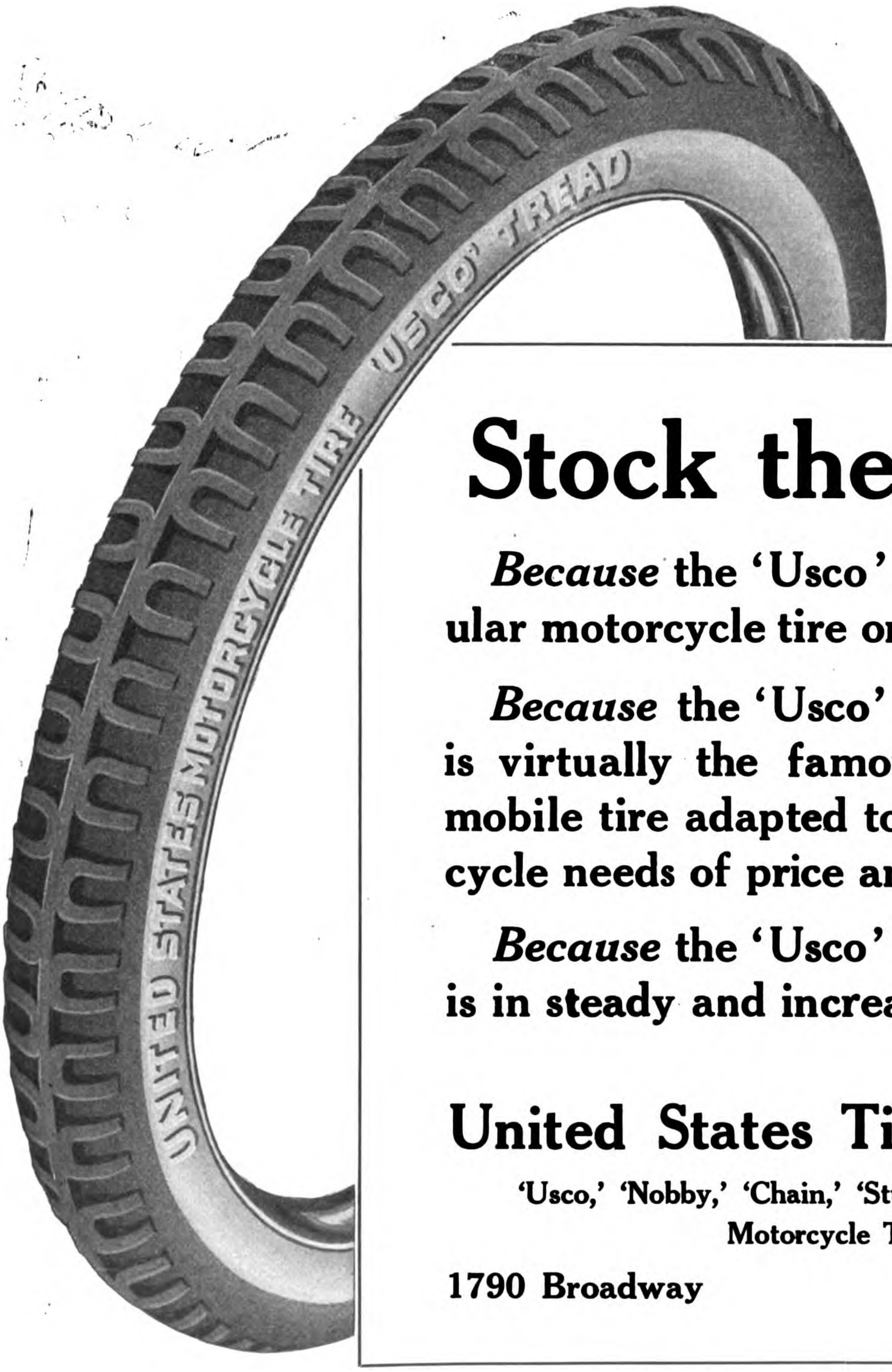
Dayton Harley-Davidson
Excelsior Reading Standard
Indian Henderson
Thor Iver Johnson
Pope Emblem
Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

GOODYEAR
AKRON

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES



Stock the 'Usco'

Because the 'Usco' is the most popular motorcycle tire on the market.

Because the 'Usco' Motorcycle Tire is virtually the famous 'Usco' automobile tire adapted to the best motorcycle needs of price and use.

Because the 'Usco' Motorcycle Tire is in steady and increasing demand.

United States Tire Company

'Usco,' 'Nobby,' 'Chain,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway New York

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW

NEW YORK

Volume 13 February 15, 1917 No. 7

Motorcycle Minute-Men

Inside Story of Speed and Efficiency with Which First Motor Battery Riders Answered Hurry Call After Diplomatic Break Is Wonderful Tribute to Motorcycle, Say Army Experts

Blinding Snowstorm Fails to Halt Motorcycle Patrols

Indian-Mounted Riders at Pocantico Hills Gatehouse of New York Water Supply System

NEW YORK, Feb. 13.—Everybody knows by this time that the first guards called out for the vitally important work of patroling New York's water supply system, following the diplomatic break, were thirty-two motorcyclists of the First Motor Battery, but the interesting story of how these boys went to their task in the face of a howling snowstorm—and without a single second wasted—has not yet been told.

The riders themselves are saying nothing, and military officials are reticent as usual, but the facts are these: Three hours after receiving orders the lads of the First Motor Battery with their Indian mounts, were on duty at the various gatehouses near Tarrytown, at the Ashokan dam and along the pipe lines. The following morning brought the bitterest storm of the winter, but the motorcycle patrols stuck to the work without a break. And it was ten hours after the first call was issued before the State was able to get a single regular militiaman on guard!

To say that the lads of the First Motor Battery "made good" is to put the situaation mildly. On that point military officials are enthusiastically unanimous. Most of the riders who went out on the first call have now been relieved, but other motorcyclists of the same organization are on duty in cooperation with State militiamen.

At latest reports the motorcycle company of the 71st New York, made up of 61 riders equipped with Reading-Standard machines, was momentarily expecting a call to active service.

The Motor Battery riders who answered the first call were in charge of Lieutenant Arthur Chapple, with Captain Montgomery handling affairs at the New York end. Some of the boys have brought back frostbitten ears, fingers and toes as mementos of the storm through which they rode for a day and part of a night, but they are keen for more work when it is ready for them.

Mapping the Routes for Motorcycle Patrols

First Motor Battery Riders at Tarrytown Laying Out Their Campaign of Protection for the New York Water Supply System

Kerosene Experiments

Some Results in the Way of Mileage Increase Without Sacrifice of Good Operation That Would Seem to Justify the Use of a 25 Per Cent Mixture

Point Where Benefits Derived Are Negatived by Inconvenience

By GEORGE M. JOHNSON

A SHORT time ago there appeared in **Motor Cycle Illustrated** an article by W. E. Sharkey, in which was reported the results of certain tests on a motorcycle engine with various fuels and combinations of fuels. I was especially interested in what was said regarding the kerosene-gasoline mixture. As the reader may perhaps remember, Mr. Sharkey reported his apparatus indicated 20 per cent. more power developed by a 40 per cent. kerosene mixture than from pure gasoline, or any other fuel tested.

There has recently come to my attention the report of a similar series of tests made by three students of the Virginia Polytechnic Institute, Messrs. Hutchinson, Udy, and McGinnis, as material for graduating theses. These men used a 15-horsepower four-cycle engine, running in on varying percentages of kerosene and gasoline, ranging from pure gasoline to pure kerosene. Their maximum horsepower came with a mixture of 35 to 40 per cent. kerosene, this agreeing with the experiments made by Mr. Sharkey, though the power increase was considerably less than that reported by him. When the engine was run on a 90 per cent. kerosene mixture it was necessary to retard the spark to prevent pounding, with a resultant falling off in power of nearly 50 per cent. The three students started their engine on gasoline and ran on that fuel until it was hot, when a switch was made to the fuel to be tested. From the 40 per cent. kerosene mixture up, there was a very obnoxious odor of burning kerosene in the room, in spite of the fact that the exhaust was led into a sewer.

From Practical Standpoint

NOW all this is very good—as far as it goes. But is it of any *practical* value to a motorcycle rider, save as it may call his attention to certain possibilities? He learns that a gasoline motor will run on various mixtures of gasoline and kerosene—will run well, even deliver more power than with gas alone. But some very important points are left untouched. For example: How hard was it to start the motor with the mixture of fuels? What mileage would the mixture deliver, as compared with pure gasoline? How rapidly would it carbonize in the cylinder heads? And so on. These are questions that cannot fail to interest every motorcycle rider. If kerosene and gasoline mixed make a more efficient fuel—by *road test,* not *laboratory*—he wants to know it. Kerosene sells at ten cents a gallon, gasoline at around twenty-five. Therefore mixing the two would materially reduce fuel expense, a very desirable thing, unless some difficulties stand in the way.

To satisfy myself as regards this matter, I undertook a series of road experiments with varying percentages of kerosene and gasoline. The machine with which the tests were made was a 1914 two-speed In-

An Inspection Tour Through Snow-Clad Hills

These Lads of the First Motor Battery Found Some of the Hardships of Actual Warfare Awaiting Them in the Country Around Tarrytown

dian with sidecar attached. This outfit has been run nearly 15,000 miles, and although compression is good, there is a noticeable play between pistons and cylinder walls; this allows oil to work by the rings so that carbon accumlates quite rapidly. The heads should be scraped about every 600 miles if power is to be kept up where it should be.

Results in Cents Per Mile

THE outfit has averaged for a long time about forty miles to the gallon on pure gasoline, sometimes a trifle higher, sometimes lower, particularly in cold weather. I started mixing two quarts of kerosene to five quarts of gasoline; filled the tank full, noted the speedometer reading, and got busy. That was a 28 per cent. kerosene mixture. A comparison of fuel costs is as follows:

5 gals. gasoline @ $0.24	$1.20
2 gals. kerosene @ .10	.20
7 gals. mixture	1.40

This makes the cost per gallon 20 cents instead of 24 cents.

There appeared no marked increase in power, nor any decrease. In fact, after warmed up, the engine seemed to run about the same as on gasoline. There was no great difficulty in starting, though it was necessary to prime both cylinders, after which the motor started, often on the first kick. However, it did not always stay started, and if it died, it was necessary to prime once more before it would fire again. There was no noticeably disagreeable odor, just a faint whiff of burning kerosene. This would undoubtedly have been much worse if the motor had been run in a closed room; in the open air it didn't show up.

My first definitely measured test showed the surprising result of 47 miles to the gallon of mixed fuel, the sidecar with passenger having been driven over average roads, not particularly bad nor exceptionally good. The important thing is this: at no time, even under the most favorable conditions, had I ever obtained that mileage from gasoline.

The following is a table of fuel cost:

	Per Mile.
Gasoline—40 m. p. g @ 24c	$0.006
28% ker. mixture—47 m. p. g. @ 20c.	.0042

Expressed differently, five cents' worth of gasoline would run the outfit 8.3 miles, while the same amount of mixed fuel would cover nearly 12 miles, a net saving in fuel cost of about one-third.

I ran some distance on this mixture, increasing it slightly. My next definitely measured test was made with a 40 per cent. kerosene mixture, the fuels mixed in the proportion of two quarts of kerosene to three of gas. Fuel cost came as follows:

3 gals. gasoline @ 24c.	$0.72
2 gals. kerosene @ 10c.	.20
Cost per gal. of mixture	.184

It was indeed an evil-smelling and evil-looking compound, and there was an immediate difference to be noted in the behavior of the motor as compared to the way it handled the 28 per cent. mixture. After priming, and often two gunfuls were necessary to each cylinder, as well as some shot into the intake manifold, the motor would start with little fuss, though several attempts would be required. Invariably, however, it stopped after a few dozen revolutions, the mixture not being volatile enough to keep the motor turning. Strange as it may seem, starting the second time was occasionally harder than the first. A second priming would always be necessary, and even then the engine would start only to die again. I could almost never start off, motor cold, with less than three attempts, and not infrequently more were required; this was especially likely to be the case on cool evenings, when the heavy oil had stiffened and when the mixture was extra hard to vaporize. Before the motor was hot, it was very easy to stall when engaging the clutch.

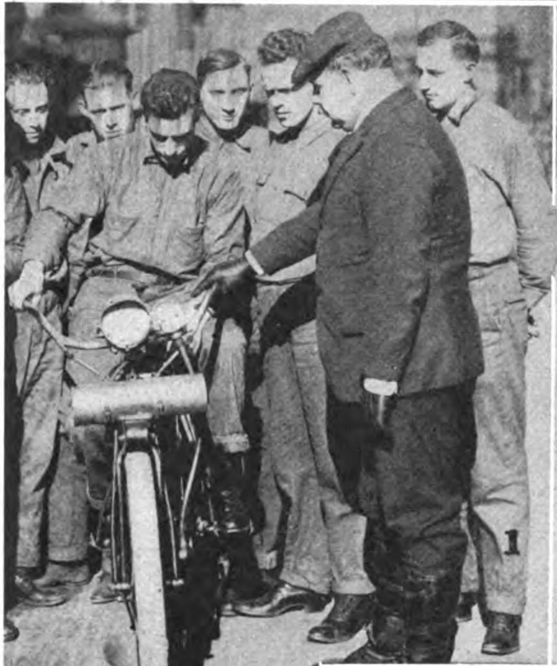
Pulling Power Decreased

AS to the power developed, it seemed to be that the engine did not pull quite so readily at with the 28 per cent. mixture, though I tried out successfully some "low gear hills" that would certainly be a Waterloo for any engine not running properly. There was not usually a faint color to the exhaust, and frequently a very noticeable odor of burning kerosene. About the time

(Continued on page 44)

The Weekly

NEWSY EXPLOITS OF THE CAMERAMA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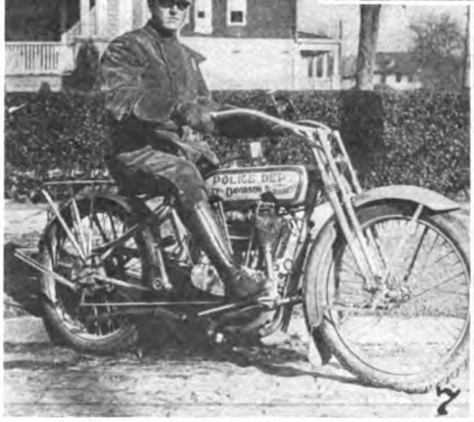

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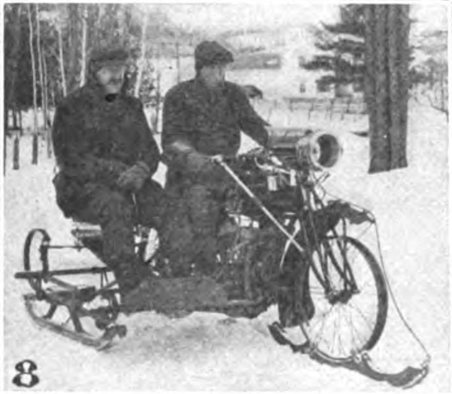
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REEL 1, Scene 1.—Rookies in the New York training school for motorcycle police being instructed in the operation and care of a motorcycle. It's an Indian.

Scene 2.—Just a touch of winter stuff; the rider is a Henderson pilot from Detroit.

Scene 3.—Indian turn-out which won first prize during a recent festival in East London, South Africa.

Scene 4.—Messrs. Peterson, Reed, Gustafsen, Martin and Cuadara, members of the Los Angeles M. C.

Scenes 5 and 6.—The Lewis machine gun section of the First Motorcycle Company, U. S. Army, stationed at Fort Bliss, Tex., under the command of Lieut. F. C. Hecox.

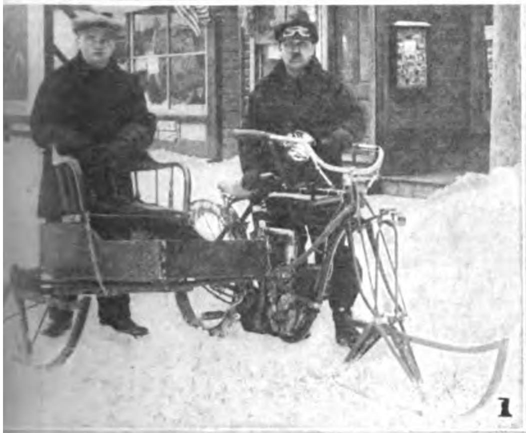
Scene 7.—Frank Brennan, of Elizabeth, N. J., motorcycle police force, who has covered 3,500 miles on his Harley-Davidson since September, and who has added $500 to the city treasury by bagging speedsters.

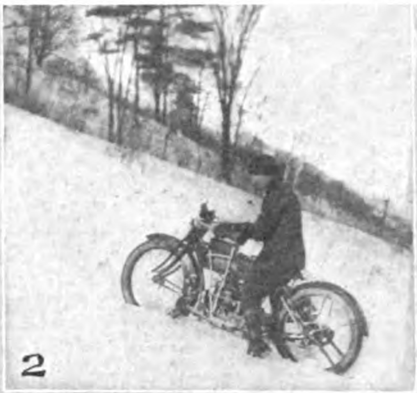
Scene 8.—Homer M. Brown, of Keene Valley, N. Y., has dubbed this mount "Indian-All-Year-About." Runners replace the front tire and sidecar wheel, traction being obtained through the use of a Weed chain on the rear wheel.

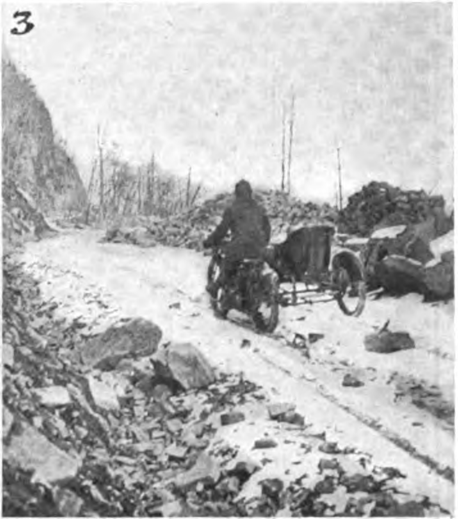
Scene 9.—A trio of Milwaukee Reading-Standard riders stopped to take a few snapshots after a near blizzard. The machine in the foreground is standing up without the aid of the stand.

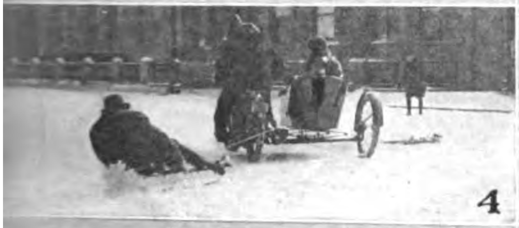
Motorgraph

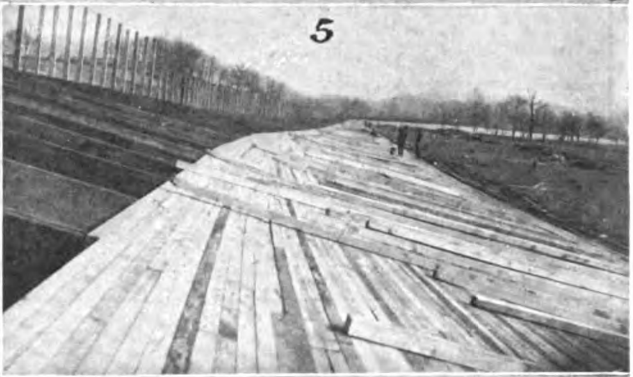
RESENTED IN TWO REELS ~ ~

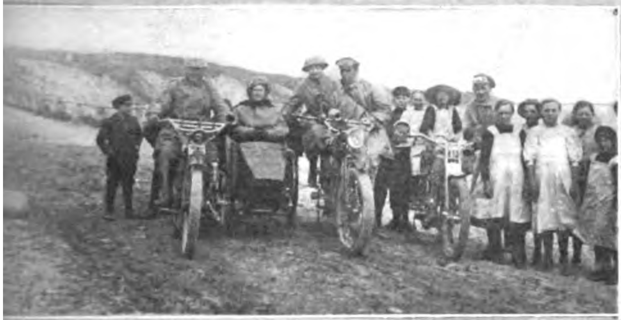


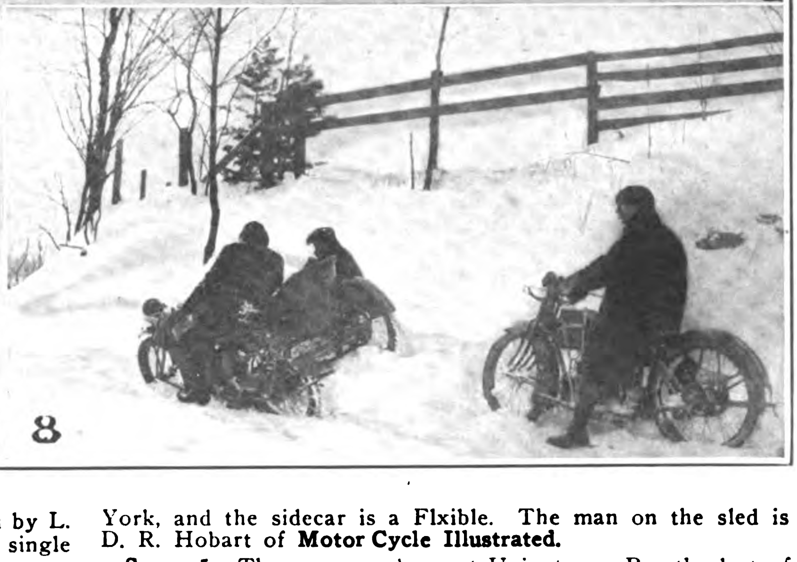












REEL 2, Scene 1.—This is the novel winter outfit used by L. D. Tracy, of Sandpoint, Idaho. The machine is a single Indian.

Scene 2.—Charles Selk, Jr., of Manitowoc, Wis., demonstrating the hill climbing ability of the Henderson, with the snow six inches deep.

Scene 3.—What matters a few inches of snow and a multiplicity of boulders? The machine is an Indian with Indian sidecar.

Scene 4.—Just a suggestion of real winter sports. The rider is Felix Lewin, of the Henderson Motorcycle Sales Co., New York, and the sidecar is a Flxible. The man on the sled is D. R. Hobart of **Motor Cycle Illustrated.**

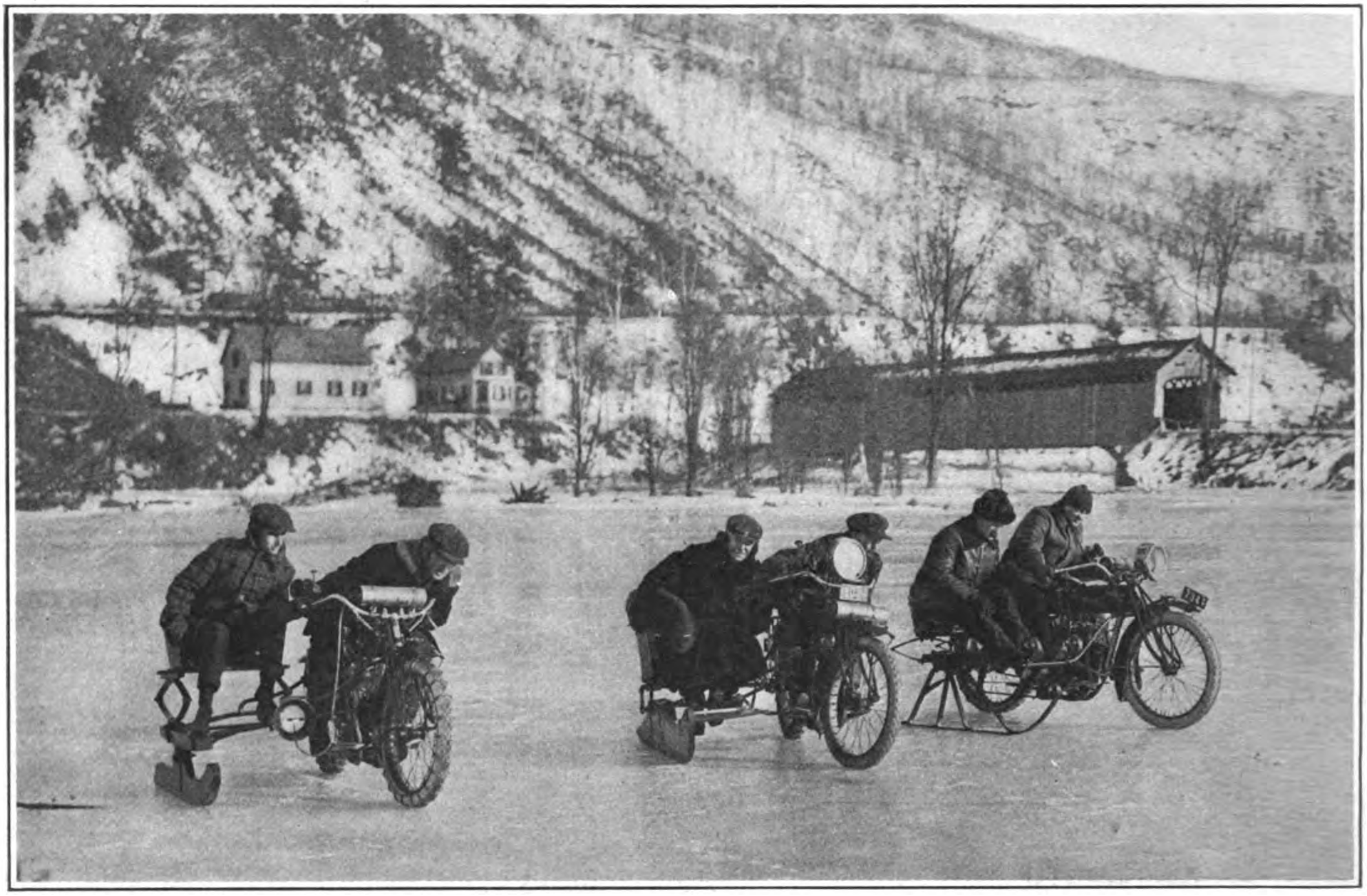
Scene 5.—The new speedway at Uniontown, Pa., the last of Jack Prince's track achievements, under construction.

Scenes 6 and 7.—Exploring Sweden on motorcycles. The party of five shown above was the first to ride motorcycles into Kaseberga, a little fishing cottage near Ystad. Below they are shown resting in the hills near the village. The machines are two Indians and a Harley-Davidson.

Scene 8.—A trio of Manitowoc riders out for a little sport when the city traffic was tied up. The sidecar machine is a Reading Standard, and the solo is a Henderson.

These Riders Have Found a New Assortment of Thrills

The Turning Point in a Motorcycle Race on the Ice at Brattleboro, Vt., With Sleds Replacing the Orthodox Sidecar; the Machines Are Indians



Why I Am a Motorcyclist

Lack of "Parlor Tricks," Love of Outdoor Life and Good Fellowship Influence This Rider

BY ELLIOTT B. HOLTON

I'M a motorcyclist, first, because I am an out-door man, having no parlor tricks at all, such as dancing or cards; secondly, because I sure do like the easy-going friendship of the open road. And it is in both counts that the "good ole motor bike" qualifies, and then some.

Back in the dimming school-days I rode bicycles; eight of them in all. Good fun, but you can't get much beyond the rim of the hills back of town and back again by nightfall, so I dropped wheels for two seasons and took to the water, paddling a canoe. More royal sport, but again I found. I could not get far away and back again all in one day.

Then a friend of mine chugged up to the house one day on his new motorcycle. I admired it, plucked up courage enough to take a spin around the block, and—well, the next Wednesday I was all of a tingle with expectancy as they uncrated a brand new motorcycle at the agency and told me that it was mine.

And from that day on I have had the motorcycle fever, craze or bug, whatever you may want to call it.

Motorcycling to me has always meant recreation and sport, and for every mile I have ridden it to work, I have rolled up hundreds in pleasure riding on Sundays and holidays.

Companionship pulled me into the sport and along with the thrill of riding on two-wheels it is keeping me there.

The Spirit of Congeniality

IT'S that spirit of goodfellowship, open as the country they ride through, that I admire in the motorcyclist, lad or lassie, and it is a camaraderie not found among any other group of road-users.

For example, the motorcycle club I belong to has held 25 sociability runs this year, one every other Sunday, and the average attendance was 28 members. We have had bon-fire runs, picnic runs and rides where we have dined heartily at a country hotel. Round the table good natured bantering brought us many a laugh, and coupled with the fun on the way to and from our home town, many a happy Sunday was spent with a congenial bunch.

Take it on the other hand, here in our town we have an automobile club boasting of a membership nearing the two thousand mark, yet they never hold any road events aside from a 24 hour endurance run, the competing field of which comprises trade men only.

Score that much heavily for the motorcycle. Although it is the loneliest looking road vehicle, there is more get-together spirit among its users than there is among any other class of vehicle pilots.

When I recall the places I have visited on a motor bike, all at a cost well within my financial latitude and longitude, then do I say more emphatically, motorcycles for me first, last and all in between.

Sometimes the deep rumble of a rakish looking Stutz or Mercer makes me waver a little, but when I can take a nice little ramble of 125 miles "a la sidecar," and pass everything except a six Buick runabout who was in a hurry, then do I realize the wonderful piece of mechanism I ride and the auto fever passes away immediately.

Motorcycles—that's me.

Fellowship From Many Angles

Many Riders From Various Parts of the Country Take Up Pens to Defend the Sort of Spirit That Makes Motorcycling Well Worth While; One "Non Stopper" States His Case with Emphasis and Blames the "Grafting" Rider for Now Prevalent Lack of Spirit

Most Are Agreed That Our Good Nature Is Sometimes Imposed Upon

EDITOR, **Motor Cycle Illustrated.**—I read your article "How About Our Fellowship" before our regular club meeting tonight, and it brought about one of the most interesting discussions that has been heard for some time in our club rooms.

And the net result was that the Dixie Motorcycle Club most emphatically lines up with **Motor Cycle Illustrated.** We believe that fellowship among motorcycle riders is as strong and as pronounced—and as genuine—as it ever was.

From personal experience extending over several years of riding, I have never had occasion to complain for lack of offers of assistance when I have encountered trouble. I do not know, of course, from what section of the country the complaining riders come from, but I do know that right down here in Dixie we can discover no such lack of spirit.

Just for instance—I took part in an endurance run last year and was unfortunate to run out of gas with only seven miles to go to the finish—and I had a perfect score up to that point. Was I deserted? No, siree! One of the contenders, also a perfect score man with everything to gain should I lose out, ran the risk of losing his own clean slate while he ripped loose a section of his Presto tubing and siphoned enough gas over into my tank to carry me to the finish. That's just one of many displays of genuine sportsmanship that I have encountered, and they are not offset to any great extent by experience of an opposite nature.

It is the policy of every one of our riders to be on the lookout for riders in trouble. As a result the Dixie Club is one of the leading clubs in the South. To leave a rider on the road is against all the rules of the sport and against human nature.

The writers who have informed you of the disregard of good fellowship on the road, in my opinion, are wrong. Motorcycles are driven by a set of well bred fellows who for the most part belong to the F. A. M., and it does not seem possible that such disregard of hospitality should be so prominent.

Since reading the article in question I have talked to 21 riders and they are firm in their belief that there is no change in the riders of today. I have toured in several parts of the country and have found no such a condition.

ROY C. HORN,
Roanoke, Va. F. A. M. Commissioner.

This Rider Met Only Two Snobs in Half Dozen Years of Riding

EDITOR, **Motor Cycle Illustrated.**—I wonder what section of the country the fellow who wrote you that letter anent a serious falling off in good fellowship among riders hails from. Had he said as much regarding automobilists, he would have been considerably more than half right—but as for motorcyclists, never.

I have been riding just six years; many times assistance has been extended to me; always I have offered my poor efforts to the fellow in trouble. And let me tell you it pays.

In all that time I have met only two snobs—two unthinking lads who discounted my willingness to aid them. The first one had coasted down a long hill with power off during a driving rainstorm, with the result that he could not start his motor at the bottom.

His machine was of a different make from the one I ride. I stopped up and offered help. He paid no attention to me. Again I offered aid, thinking that perhaps he had not heard me. He gave my machine a withering glance and came through with a "H——l no, you don't know anything about this tub."

So I pulled to one side to watch the outcome. He diddled with the plugs, the carburetor, and a few other things, pedaling his head off between the acts with not even a cough from the motor as a reward. After about 20 minutes he turned and asked me in a domineering tone where he could find a garage.

I directed him to the nearest, about three miles away, and offered to tow him. He dismissed my offer with a "Do you think I would be towed by a thing like that?" By the way, my machine was a later model than his.

Kind of got under my collar, so I lit on him and told him where he got off, showed him that he had gotten his mag wet while coasting down that hill and even dried it out for him. And then he mounted and rode away without even a "thank you." I certainly was disgusted, but realized that his was an isolated case. It was, and as I said before I have encountered only one similar to it since.

Last summer, riding back from Sheepshead Bay, I picked up a stone between the chain and rear wheel sprocket that so bent the sprocket that it snapped the chain on the average of every two miles. Actually it broke seven times between Albany and Saratoga; and every time it broke some rider stopped up to help me. Does that look like lack of fellowship?

HOMER M. BROWN.

Keene Valley, N. Y.

Tours and Pleasure Runs to Counteract Selfishness

EDITOR, **Motor Cycle Illustrated.**—Fellowship article hits the nail square on the head. There certainly is a most deplorable lack of cooperative spirit not alone among motorcyclists, but among motorists in general.

Last year I had occasion to undertake a motorcycle trip from the Pope factory at Westfield, Mass., back home. I was alone. I could not help but notice that the riders I met on the road who took occasion to give me a nod or a greeting with a wave of the hand were few and far between.

The thing that has hurt most, in my opinion, is the lack of preparedness on the part of many riders undertaking long trips without the necessary spares and tools for making repairs.

The fellow who stops to help them generally gets "stung," and having been stung once or twice is sufficient to dampen the ardor of the best good fellow who ever straddled a motorcycle.

What we need is fewer of these careless riders—they incidentally are the open muffler fiends and the 90-miles-an-hour bugs—less road burning and more sensible sightseeing tours and pleasure parties. Here are the seeds of real fellowship.

EUGENE MANGIN.

Biloxi, Miss.

Here's One in Defense of Rider Who Does Not Stop

EDITOR, **Motor Cycle Illustrated.**—After reading the article in the February 1 issue of your paper entitled, "How About Our Fellowship," I would like to express my views.

So many riders get stuck on the road who want to borrow patches, cement, chain links, etc., who never think of buying any of these things for themselves that I got sick of being a good fellow. Of course, all riders are not this way, but I notice the ones who have spares in their tool kits very seldom get stuck. I am one who does not stop.

PERCY MORGAN.

Newport, R. I.

A. B. C. Lighting System

Incorporates Simple Generator with Mechanical Governor in Both Battery Charging and Direct-Lighting Types; Is Not Timed with Powerplant

Second of a Series of Articles on Motorcycle Lighting Equipment

By D. R. HOBART

ONE of the most recent lighting systems in the motorcycle field is the A. B. C., which differs from the one preiously described in not being combined with an ignition apparatus. The generator in this system furnishes current for the charging of a battery floated on the line in the one model and direct to the lamps in another. The result is a small and compact dynamo of simple construction, which is distinct from the ignition apparatus fitted as standard equipment to the motorcycle.

The A. B. C. generator which is used with a storage battery is known as the Type C-4. The fields are shunt-wound with self-excitation, and the maximum load capacity is 4 amperes, although a regulation can be had between 2 and 4 amperes. It is designed to use with a battery whose charging rate is from 1 to 4½ amperes.

Mechanical Switch

On the armature shaft of this generator is mounted a centrifugal governor, driven by a V-pulley. This pulley carries a belt which drives the generator from the engine of the motorcycle. The centrifugal governor (mounted at G in the illustration, but not shown) acts on a mechanical cut-in switch on the opposite end of the armature shaft. The governor operates to disconnect the charging current when the speed falls below a given figure, but otherwise keeps the circuit closed between the generator and the battery. The switch has an adjustment which being set needs no attention. Timing with the motor is not needed.

There are but two binding posts on the generator body. One of these carries a lead to one pole of the cut-in switch, while the other is connected to one wire from the headlight, and also to ground on the frame of the motorcycle. A lead from the second pole of the cut-in switch connects to the main line with an ammeter bridged in and the battery floated on the line. A switch to regulate the lamps is inserted in the line in the diagram.

Simple Wiring

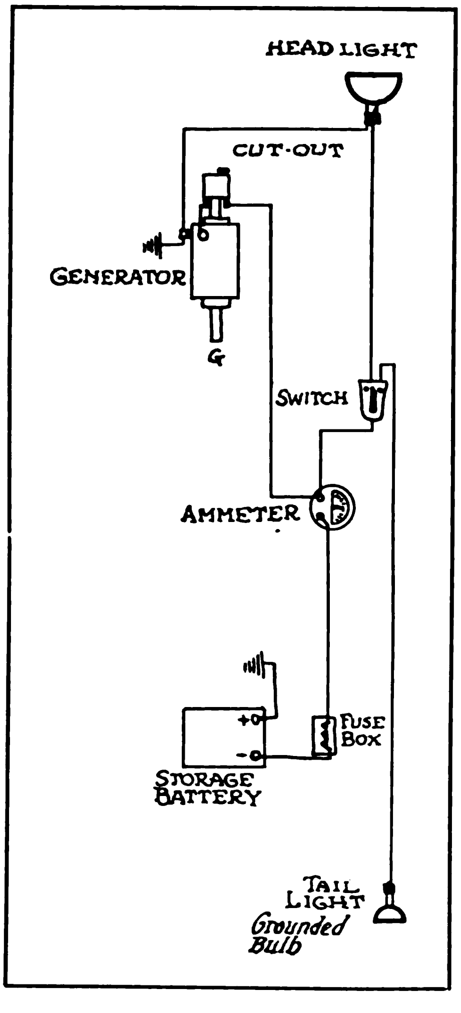
The accompanying diagram will be an aid in wiring up the C-4 generator to the battery, etc. The ammeter will probably be mounted on the top tube or tool box, convenient for the rider's observation; the battery can either be under the seat cluster or on one footboard, while the generator is carried on the diagonal tube above the magneto or on the brace tube under the tank, according to the make of machine. It will be noted that the tail lamp has a grounded bulb, but the headlight has a two-wire connection, with lead to one pole of the generator.

The A. B. C. generator has a reserve energy sufficient to permit of starting with generator current if the battery is totally discharged, and can be run without a battery. In the case of an exhausted cell or battery, it is merely necessary to disconnect the latter, when the generator will take care of lamps and horn. The output is uniform at all speeds between minimum and maximum.

For Direct Lighting

The B-4 generator, used for direct lighting, is series wound and has a mechanical governor along the same lines as the one just described. There is no cut-in switch, however, the governor acting to disconnect the armature shaft from the pulley at speeds of under 12 miles per hour. It has the same maximum capacity as the C-4, and is designed to use with a 21-candlepower 6-volt headlight and a 2-candlepower tail lamp.

There are four binding posts on the generator casing. Two of these are coupled up permanently, while the line wire is attached to the third. The fourth post takes a ground wire and the return wire from the headlight. The tail lamp has a grounded bulb. Belt drive is fitted the same as with the other model, but when the lamps are not needed, the belt can be slipped from the pulleys and carried in the tool box or kit. This system ceases to generate when the motorcycle motor is idle, as there is then no current flowing to the lamps.



In the battery-charging system, the ammeter will give indications as to the battery's performance. Thus, dimming lights when the horn is blown show a defective battery; a decided move of the ammeter needle to the discharge side of the scale shows a short circuit, etc.

In the direct-lighting system the non or poor operation of the lamps indicates faults in the wiring, or that the generator is not being driven. The latter is caused by careless coupling of the belt or an accidental displacement from the pulleys. Both of these troubles lie at the door of the rider.

About the only care necessary in maintaining either of the A. B. C. systems is a regular inspection of connections and of cables to guard against worn insulation.

Oil in Wet Multiple Disc Clutches

IN cold weather more than ever, particular attention should be paid to the oil in multiple disc clutches. No matter what the season of the year, too light an oil will cause the clutch to grab, while too heavy a lubricant will make the action sluggish. In the first case, the discs will heat up and the surfaces will become worn, rendering them of no value in course of time. The obvious remedy is the use of a heavier oil or of a clutch compound.

When the action is sluggish, diluting with kerosene will help matters considerably. It is well to renew the clutch lubricant every 500 miles in winter, owing to the hard work to which the clutch is subjected.

In recommending a clutch compound, one for "wet" multiple disc clutches should be used, as there are a number of such preparations which are intended for leather-faced automobile clutches and will not give satisfaction with steel discs.

A Winter Enamel to Protect the Plating

FOR those who do not care to clean nickel plating after every ride, a coating of stove enamel thinned with gasoline will form an effective covering until warm weather comes. Apply the mixture with a thin brush and let it dry thoroughly before going out with the machine.

To Make Starting Easier in Cold Weather

IT is easier to start with the gasoline fresh these days when the mercury is low in the thermometer, so at the end of the day's run shut off the gasoline at the tank and let the motor run the carbureter dry. When the gasoline valve is opened next morning the gasoline entering the float chamber will be comparatively fresh and an easy start can be made.

Butt or Endless?

Opinions of Readers, as Expressed in Letters, Are About Equally Divided as to Merits of Tube Types

Why Should Manufacturer Not Give Tube Option?

RECOMMENDS SPECIAL TYPE OF BUTT TUBE

EDITOR, **Motor Cycle Illustrated:**

In the endless and butt end tube discussion, I would like to say the following:

Although there are two distinctly different kinds of butt end tubes nothing has been said about the difference in speaking of the merits of endless or the disadvantages of the butt end tube.

My machine had an endless tube in the rear which I replaced with a butt end tube. This tube was the kind that has a flat vulcanized end and it gave considerable trouble by leaking around the ends that overlap inside the casing. This was caused by chafing and pinching, and the vulcanized ends began to work out, which lends color to Rathbun's theory.

I replaced this tube with one of the kind that has a sleeve on one end into which the other end fits, and aside from punctures this butt end tube has not given a bit of trouble. It is the most convenient tube to use in the rear for when it is punctured it is easy to take out to work on, and in my case the puncture is vulcanized and a finished job made of it. Probably the reason this type of butt end does not give trouble is in the way the ends fit together, and as there is as much pressure on one end as on the other, the end has not much chance of opening up or blowing out. Have used this butt end tube for some time during the past season and have ridden slightly in excess of ninety-two hundred miles according to the speedometer.

However, I would not want a butt end tube in the front as an endless tube gives very little trouble and is very seldom punctured.

Swenson's scheme of using a butt end tube after the endless tube has been punctured is all well, but what if another puncture is picked up? Looks like some unnecessary patching or vulcanizing will have to be done to the endless tube if it is to be used again, although it would not have to be done on the road.

Charles B. Conselyea.

Radio, Va.

ANOTHER STAUNCH BUTT-END TUBE ADVOCATE

EDITOR, **Motor Cycle Illustrated:**

Being a dealer, I was very much interested in Wallace Stuart's letter to you relative the butt end tube for motorcycles, as equipment, and also read Rathbun's reply strongly in favor of the endless tube.

I have also had considerable experience, having started on my eighth season riding, and fourth year selling, and my experience has been, as Stuart's—nothing except a butt end tube. As soon as I strike a machine I decide to keep, I remove the endless tubes, and in their place put in butt end, front and rear; side car does not matter so much.

It's so much easier to take out your butt end tube and put in another—five minutes at the most—than to patch your endless tube. Possibly the patch will stay, and possibly not; if it's a good hot day, chances are it won't, or at least that is my experience.

Seventy-five per cent of my sales are of butt end tubes, and we have encountered none of the troubles here that Mr. Rathbun speaks of in his letter.

Like Stuart, I think the butt end tube should be put on as standard equipment, at least it should be at the option of the rider, for he is the man to be satisfied.

Leo F. Canty.

Rutland, Vt.

ENDLESS TYPE BEST ON HEAVY MACHINES

EDITOR, **Motor Cycle Illustrated:**

I have just finished reading Bruce J. Rathbun's letter on the endless tube, in your January 4 issue, and I have also read Wallace Stuart's letter on the butt end tube, in your December 21 issue. I agree with Rathbun; the endless tube is the best for I have had six years of motorcycle riding and have had the chance to try both kinds of tubes.

I found that the butt end tube gave good service about three or four years ago when the machines were quite a bit lighter and only about half as fast, but that they will not hold up on one of the new machines with its 360 pounds of weight, and ten to sixteen horsepower motor adds speed up to seventy-five miles an hour.

I work for the local Harley-Davidson agent and as we have five counties to work in we always keep a machine for demonstrating. When I got my 1916 demonstrator I took the good endless tube out of the back wheel and put in a new butt end tube thinking that if I had a puncture it would take less time to fix it. But that is where I was wrong. About a week later I had to make a trip of some fifty miles and on my way back I was in a hurry so I had her pretty well open when I hit a small hole in the road and when the back wheel got back to Mother Earth there was a noise like a blow out and my tire was flat before I could shut off the gas.

When I stopped I found that the casing had blown off the rim for over half the way which I thought was pretty funny for the tire was not over a week old and had no bad cuts. On taking out the inner tube I found two holes about one inch in diameter about three inches from each end of the tube.

It seems as if the jar of hitting that hole had caused the air to rush to one end of the tube and blow a hole through it into the other end of the tube, for by joining the two ends of the tube in the proper manner the holes lined up just right, one right above the other. After patching the holes and getting back to the shop I did not fail to put that endless tube back where it belongs. So you see I have reason to agree with Rathbun about the endless tubes.

August Yakie.

Port Arthur, Tex.

HE'S ON THE ENDLESS SIDE OF THE FENCE

EDITOR, **Motor Cycle Illustrated:**

Here's my last experience with butt end tubes. I sold a used motorcycle to a new rider and as he could not ride, I promised to take him on the tandem to greenfield, 10 miles from here.

We had gone about half the distance when the front tire went flat and finding nothing in the shoe, we ripped out the beading and brought out the tube, a butt end one. Sure enough, the end had blown out, leaving a small hole just at the seam. We patched it up, inflated the tire and just had put the tools back in the tool box when "bang" it went again.

Once more we patched it—this time the hole was twice the size it had been the first time, only to have it blow a third time before we had gotten fairly started. We finished on a flat tire.

That is just one of a series of similar experiences with the butt end tube. I have been riding since 1910 and a dealer since 1913 and it's me for the endless tube every time.

Very truly yours,

Harold E. Smead.

Shelburne Falls, Mass.

SAYS BUTT TUBE IS ONLY THING FOR REAR

EDITOR, **Motor Cycle Illustrated:**

Reading the articles of Wallace Stuart and Bruce J. Rathbun on the question of tubes for motorcycles, would state that in my ten years of motorcycle riding and repairing tubes of all makes would be inclined to agree with Brother Stuart. I'm in favor of the butt end tube for it has made it possible for me to make such quick changes of tubes that it has saved me many times from making the road look like a repair shop and having a crowd of idlers standing looking on and chiding me.

I always carry an extra butt end tube for the rear wheel; I use an endless one in front tire. I never try to locate the trouble when the rear tire goes down but install the extra tube at once. I carry this extra tube together with the required tools in a handy and secure place on the machine; also carry full supply of repairs, but prefer to make repairs at home as much better results are obtained.

I use butt end tubes that are extra heavy at each end where the greatest strain comes. They stand my tandem riding perfectly.

I have many times been caught at night on a dark road and have an endless tube go down and unable to locate the trouble till I removed the rear wheel to take the tube out; this is not a very pleasant task. Me for the butt end tube every time.

Frank Alburger.

Bustleton, Pa.

EDITORIAL

By J. Leo Sauer

THE SIDECAR'S SALES INFLUENCE

"SIXTY per cent of the new machines I sell," said a metropolitan dealer to me the other day, "Go out of my store with sidecars. This is a much larger proportion than ever before. The sidecar is more than a passenger attachment for the motorcycle. In a more important way, all the time it's a sales-getter for all of us. It has added immensely to the popularity of the motorcycle, for the very good reason that it absolutely removes all objections on the score that motorcycling is a solitary sport. Incidentally, sidecar sales have materially increased the volume of my business and, consequently, my profits. The sidecar is a good thing for the trade as well as the rider, and it helps from every angle."

* * *

This statement confirms the contentions advanced on this page only three or four weeks ago, namely, that the value of the sidecar to the trade and to riders can hardly be over-estimated. The only erstwhile objection that it put too great a strain upon the motorcycle, has long since been removed through the combination of efficient, adequate motors with scientifically designed and properly constructed passenger-carrying attachments. Thousands of these combinations are doing wonderfully well in actual service, and there are few occasions, indeed, for complaint on the part of the rider. Conditions today, by comparison with those which prevailed as late as four or five years ago, make the motorcycle and side or rear car a really luxurious and delightfully pleasant means of recreative transportation, one which, if better understood and appreciated, would today number its followers by the million, instead of a hundred thousand or two.

* * *

Short of the exhilaration of driving through the clouds in an aeroplane, there is nothing just like the extra one or two-wheeled motorcycle attachments for making the most of the out-of-doors. The modern well-sprung side or rear car is as comfortable as the average high-priced car, and much more so than any of the cheaper automobiles. The former may be preferable in nasty weather, but under clear skies, whether in spring or summer, in the autumn or moderate winter weather, give me that little cushioned seat beside a capable driver in the saddle, and then away from the city out upon the country roads for an hour or two, morning or evening; or better still, a day's excursion into the open, with a mid-day meal at a wayside inn—that's life. And how well you know it, those of you who have had the experience. Is it any wonder that sidecar sales are better each year, or that the time is approaching when these and similar attachments will sell almost as readily with a motorcycle as even the lamp and horn?

* * *

I am an enthusiast on this question. I believe that, with very few exceptions, the heavyweight motorcycle requires an extra passenger carrier, and that the solo machines of the future will be almost exclusively lightweights. I further believe that this tendency is beneficial to the sport, the chief of the many reasons being:

1. It makes the approximation to that which is best in an automobile more nearly complete.
2. It adds tone and does away with many of the abuses to which the heavyweight machine, when ridden solo, has been subjected.
3. It is an assurance of greater safety, by taking out of motorcycling some of that dangerous dare-deviltry and irresponsibility.
4. Finally, of course, it affords the owner of a motorcycle an opportunity to share the pleasure of the sport with others.

So here's to one of the best assets of the business, and one of the greatest promoters of the sport.

OPPORTUNITY IS KNOCKING

ACCORDING to recent reports from over the sea, complete prohibition of the manufacture of motorcycles, except, of course, for the army, has been ordered by the British Government. The factories have protested, but apparently to no avail. Simultaneously with that announcement comes one to the effect that imports of motor vehicles into India have been shut off. In other words, Great Britain proposes that no other nation shall get a stranglehold upon the markets which she cannot herself supply. "For the present we cannot sell you motor vehicles," says she to her colonies, "but until we can, you shall not buy them from anyone else." And her wonderful navy, the German submarine menace to the contrary notwithstanding, forthwith proceeds to reduce to utter impotence the efforts of neutral nations to take advantage of England's present predicament.

* * *

We shall not attempt a dissertation upon international law and ethics, or start any controversies with our pro-Ally or pro-German readers, but in any event the iron-handed control of the belligerent nations does not extend—at least not yet—beyond their own borders and those of their possessions and dependencies. We can still do business, quite unhampered, with South America, for example, and we are one of the few great nations to enjoy that privilege just at present, the German submarine menace to the contrary, notwithstanding.

* * *

Our South American trade is constantly increasing. Our commerce with Argentine, for example, though record-breaking in 1915, was thirty-two per cent larger last year. American salesmen are being royally treated in all the South American countries, in every one of which there is an unprecedented demand for American goods. Among the commodities which American manufacturers are supplying in greater quantities than are the factories of any other nation, are automobiles and motorcycles.

* * *

We exported 17,000 motorcycles in 1916. Although it is difficult, in the face of our critical international relations, to make any predictions just now, it is reasonable to assume that if we expect to do better than 17,000 in 1917, it will be necessary to do a larger business with the South American countries.

LATE NEWS

NEW JERSEY CLUB ALTERS NON-STOP RULES

Riders Given an Hour Longer in 100-Mile Sidecar Affair March 11, But Denied Aid of Any Sort

NEWARK, N. J., Feb. 10.—The 100-Mile Non-Stop contest, to be held by the New Jersey M. C. on March 11, is attracting a lot of attention from ambitious sidecar drivers, and as the event will bring out a large competing field a few corrections in the rules as published last week are found necessary. The contest will start at 10 a. m., and will run until 3 p. m., instead of 2, as announced originally.

Other changes are that a driver is to have absolutely no help from his observer or any outside source at all during the contest; that taking on of fuel, repairing of tires or adjustments, even with the motor running, while in sight of a check-station, will be the cause of elimination, and that any contestant leaving the road to drive on the sidewalk because of heavy going will suffer a similar fate.

A handsome silver cup, suitable to award the winner of such a strenuous contest, is on exhibition at the Carl W. Bush Co., Harley-Davidson distributors.

About 15 miles of the route to be traversed was covered while in a frozen condition this week, and when the frost leaves the ground, making the course a sea of liquid mud in March, there is every promise of a small finishing squad of competitors about 3 p. m. on March 11.

Entry blanks may be had by addressing the club, or may be found at the leading motorcycle stores in nearby towns.

LOS ANGELES ENDURANCE

Safe and Sane Schedule Adopted for Non-Motor-Stop Affair May 30

LOS ANGELES, Cal., Feb. 10.—Growing out of the aftermath of that San Francisco to Los Angeles double back acting endurance run, which proved such a heartbreaker that the trade hereabouts is divided as to whether it proved a help or a detriment to the sport, comes the action of the Los Angeles M. C. in making its annual endurance run, scheduled for May 30, a safe, sane and constructive affair.

The schedule will be 20 miles an hour and the course will be chosen somewhere along the path between here and San Francisco. It will be a non-motor-stop affair, the rider being eliminated when the motor is stopped for any reason whatsoever while on the course, although 45-minute rest periods with the motors silent will be allowed at each end of the control. The run will not be lacking in keen competition, however, for it will go until the next to the last man is eliminated, which, with the sort of riding that some of the Coast boys do make possible an endurance run of a week's duration.

MOTORBOB RACE

Wheeling Club Will Promote One; Fine Entry List Promised

NOW that there are several motorbobs in town, the Wheeling M. C. is making preparation to hold a motorbob race. President Bier, of the club, will donate a suitable prize for the winner of the event. The following boys have signified their willingness to participate:

Walter Bowman and Austin Davis, with their new Henderson Flyer; D. H. Mikels and his Thor Blue Streak; "King" Hartman and C. L. Cheshire will ride their Harley-Davidson snowster; Arch Stultz, of Moundsville, will enter his big Harley-Davidson Demon; "Bunny" Meders and B. Blifus will have their Harley-Davidson Speeder.

Bob Campbell is building a new motorbob, and will use a 17 Excelsior for power; he hoped to have it ready for the race.

BRYAN JOINS FIRESTONE

Man with Wide Experience Comes to Akron Plant as Master Mechanic

AKRON, O.—W. A. Bryan, formerly superintendent of the Akron motor truck plant of the International Harvester Corp., has joined the factory executive forces of the Firestone Tire & Rubber Co. He fills the recently created position of master mechanic with the latter concern.

Bryan was connected with the Harvester corporation for nine years. He brings to his new position a wealth of experience in mechanical designing and supervising the organization of mechanical departments.

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OFFERS FIRESTONE PLANT

President of Big Akron Tire Factory Will Turn It Over to Government

AKRON, O., Feb. 9.—Keeping pace with the spirit of patriotism, which is now sweeping the country, President H. S. Firestone, of the Firestone Tire & Rubber Co., today offered the entire facilities of Firestone plant should war come. The offer was made to President Wilson in the following telegram:

"The Firestone Tire & Rubber Co. offers the use of factories, organization, all facilities in any way that can be of service to the government."

GOODYEAR CHANGES

Department and District and Branch Managers Are Affected

AKRON, O., Feb. 10.—The Goodyear Tire & Rubber Co. announces the following appointments now in effect:

C. W. Martin, Jr. takes charge of the Southern District, with headquarters at Atlanta, Ga., after serving five years as manager of the motor truck tire department; R. S. Wilson, who has been in charge of the service department, has assumed the duties of manager of the motor truck tire department; G. E. Brunner, who has been assistant to Mr. Wilson in the service department, has been advanced to the position of manager of the department; D. M. Colwell, who has been manager of the Southern District, becomes assistant manager of the New York district; B. S. Waterman, assistant manager of the New England District, assumes the management of the Boston branch, and will continue to look after the company's manufacturers' business in the New England District.

PEDESTAL MOUNT

Cygnet Offers Machine-Gun Carriage for Naval Use; Its Features

BUFFALO, N. Y.—In addition to the machine-gun carrier or rearcar chassis to carry a rifle calibre automatic gun, the Cygnet Rear Car Company is now offering a pedestal mounting for the same form of gun. This mounting is designed to be fitted on the decks of coast guard vessels, patrol boats and submarine chasers. It permits of high-angle fire and training through the full circle.

The pedestal is to be bolted to the deck by a flange. A collar carries bucket seats for the gunner and ammunition feeder. Conveniently located hand wheels traverse the upper carriage through any angle.

"WELCOME" IS WIGWAM SLOGAN

Hendee Co. Completes Plans for Extending Hospitality to Thousands Throughout Country on February 22

SPRINGFIELD, Mass., Feb. 13.—Plans for the simultaneous celebration of "Indian Day," Washington's birthday, Thursday, Feb. 22, by dealers in Indian motorcycles and bicycles the country over have been completed by the Hendee Mfg. Co.

The plans are not elaborate. The main idea is simply to have every Wigwam, large and small, throughout the country, extend the long arm of Indian hospitality to all motorcycle riders, prospective riders and their friends.

INDIAN MOTOCYCLE
POWERPLUS
MOTOR
HENDEE MANUFACTURING CO.
SPRINGFIELD MASS.

Souvenir Cigar Clipper for Indian Day Guests

You do not have to ride an Indian to be welcomed at the nearest Indian camp on Indian Day. You do not have even to ride a motorcycle. You and your friends are as welcome as the day is long, and whether you are interested in motorcles or bicycles you not only will get all the information you desire concerning the Indian line, but will also meet with a hale and hearty gathering of Indian sportsmen and drop in on a gathering at which good fellowship is the keynote.

The Hendee Mfg. Co. is paving the way to the successful observance of the day by a generous distribution of souvenirs, by national advertising and by other means. Full page advertisements announcing the day have been placed in *Collier's, Leslie's, Popular Science Monthly, The Popular Magazine* and *Sunset*. The souvenir for the event is a neat cigar cutter of oxydized copper, so designed as to make an excellent companion piece for the copper match box which proved such a popular souvenir of the Indian Day observance last year and the year before.

The national advertising campaign by the company will be complemented by a paign of strong local advertising by the dealers, who will place announcements in their local newspapers.

Strong and attractive invitations have been prepared for the dealers to send out to their riders, urging every rider to be present and to bring his friends. A good time is promised to everyone who attends, and special effort will be made to explain the refinements in the 1917 Powerplus and Light Twin, and to make clear any mechanical point on which a visitor desires enlightenment.

Many dealers have arranged special features for the day. Some have arranged to conduct economy tests, while many will have a 1917 Powerplus taken apart and reassembled before the guests, each operation being carefully explained as it takes place.

Newspaper publicity has been arranged for, in which, as in all other publicity given the occasion, every effort is made to impress upon the public the fact that all will be welcomed at their local Indian Day celebration and that every effort will be made to assure them a pleasant time.

GOODYEAR BULLETIN

One for Bicycle Dealers and One for the Motorcycle Folk

TWO bright helpful little bulletins for dealers have just come out from the Goodyear plant. The first bears on the bicycle tire industry and is entitled "Pulling the Sting from the Mail Order Bee;" it points out how the Goodyear tire sales plan to eliminate the price cutting mail order house.

The second is for motorcycle dealers and is headed, "Beware the Foot Stove." It urges motorcycle dealers to get out and hustle during the winter months in an endeavor to land new business along commercial lines.

ATKINS ON MID-WINTER TRIP

READING, Pa.—Sales Manager G. E. Atkins, of the Reading Standard factory, is at present on his mid-winter trip over the dealer circuit, and at the same time is closing quite a few contracts in new territory. There is every indication that the maximum output of the R-S factory for 1917 will be disposed of without difficulty, and new machinery is being continually installed to keep abreast of the demand for the new models.

CARLOAD FOR DUTCH EAST INDIES

READING, Pa.—Announcement is made by the Reading Standard factory that M. Addler, R-S representative for the Dutch East Indies, has recently taken a carload of the 1917 models for distribution in his territory.

THE SMITH SAFETY BULLETIN

MILWAUKEE, Wis.—The A. O. Smith Corp. has just issued number twenty-three of its *Shop Safety Bulletin*, a tidy little magazine put out for the purpose of improving working conditions in the various Smith departments and promoting the welfare of the employes in general. The book is neat in makeup and indicative throughout of the broad manufacturing policies followed by the Smith folks.

A VETERAN IN PETERBORO

C. R. Banks Claims to Have Brought First Motorcycle Into Canada in 1896

PETERBORO, Ont.—One of the pioneer motorcyclists of Canada is C. R. Banks, of Peterboro, Ont., who has been actively interested in the bicycle and motorcycle trade fields in Ontario since 1896. Banks claims to have brought the first motor two-wheeler into the Dominion when he imported a De Dion motor from France in 1899. He attached this to a Cleveland bicycle and made appearances at Ontario fairs during that year.

Banks first engaged in business in Galt, Ont., but eventually located in Peterboro, where he now has a well-equipped service station, as well as an attractive cycle store. Banks' policy has always been to have clean windows and a clean store with a separate and distinct repair department. He believes in changing his window displays frequently and he uses up-to-date signs on the exterior of his place of business. The repair shop is in a large basement. His store building has a forty-seven-foot frontage with a depth of 38 feet.

Banks recently arranged for an all-night service in his repair department where all kinds of mechanical work can be effected.

COAST ORGANIZATION

Cycle Dealers Meet at Salinas and Form Co-operative Body

SALINAS, Cal., Jan. 27.—At a meeting in this city Thursday evening the Coast Counties Cycle Association was organized for the purpose of establishing uniform prices on bicycles and for mutual help and co-operation. Delegates were present from Gilroy, Hollister, San Juan, Santa Cruz and Watsonville.

The following officers were elected: President, R. D. Logan of Salinas; secretary, W. Warnock of San Juan; treasurer, John McFarland of Watsonville.

LINING UP PROSPECTS

Latest Indian Bulletins for Dealers Treat of That Important Subject

SPRINGFIELD, Mass.—One of the most interesting and constructive bulletins in the "loose leaf" series for dealers is now being sent out from the Indian factory, under the heading "Prospects, What They Are, Where and How to Get Them, How to Record and Classify Them." This folder not only discusses the importance of keeping prospect lists on a systematic basis but gives practical suggestions, with illustrations, for keeping the lists with maximum benefit and minimum trouble.

A separate folder is devoted to the subject of lining up bicycle prospects, with data relative to the plans adopted by several wideawake agents and the results obtained.

NEW TIRE CORPORATION

ALBANY, N. Y., Feb. 5.—The Liberty Tire & Rubber Co., Inc., has been incorporated for $10,000, to manufacture and market tires for bicycles, motorcycles and automobiles. L. Kronfeld, R. C. Schlesinger and J. Prince, 119 East 101st street, New York City, are named as the incorporators.

DOUGLAS PLANS A 600-MILE RUN

Will Be Staged in Conjunction With Tucson and Phoenix Bodies—Prize List of $1,000 Seems Assured

DOUGLAS, Ariz., Feb. 9.—Plans have been mapped out by the Douglas M. C. to stage a 600-mile endurance contest over Arizona roads in conjunction with the Tucson M. C. and the Phoenix M. C.; the latter bodies have been asked to cooperate, it being felt that their support is absolutely necessary to make the affair a full hearted success.

Not even tentative dates have been set as yet, it being judged best to let all the details be worked up by a committee appointed for that purpose from the membership of the three clubs. Adequate financial support has been enlisted, however, so that a prize list amounting to $1,000 in value has been assured in case the plans of the Douglas Club are carried through.

While the matter of the course as well as the other details will be left strictly up to the committee for final action, a suggested route includes a start from here, the course leading north to Globe thence to Phoenix, to Tucson and finish at Douglas. The mileage totals slightly better than 600 miles.

FOR ROAD WORK

Colorado to Spend $2,220,000 on Highways During This Season

DENVER, Colo., Feb. 4.—During the year of 1917 Colorado will spend $2,220,000 on highways. The sum is big, but it is considered not a tenth as big as the immediate results which the state will reap as the result of the expenditure. Part of the money will go toward the building of several hundred new miles of highway and part of the maintenance of the 3,200 miles of finished highway which today form an intricate network, penetrating every section of the state.

FOR FORESTRY SERVICE

Providence Man Adopts Indian With Sidecar for Use in His Work

PROVIDENCE, R. I., Feb. 13.—Louis Poutray, a forester connected with the Interstate Foresty Company, has bought an Indian with sidecar.

"Some years ago I adopted the motorcycle," said Mr. Poutray, "for traveling from State to State in the interests of my company. I can carry large quantities of tools and supplies with me and get to my destination much quicker than by automobile or train at much less expense."

COMMERCIAL SALES HELPS

Harley-Davidson Dealers Receive First Booklet in a New Series for Prospects

MILWAUKEE, Wis.—Under the heading, "An Important Question, for Every Retail Merchant," the Harley-Davidson Motor Co. has just issued to its dealers a new booklet treating of the commercial possibilities of the motorcycle. This book is for distribution by the dealer to his commercial prospects, and is appropriately illustrated.

The Harley-Davidson company is launching a carefully prepared campaign to assist the dealer in working up commercial business, and the booklet referred to is the first in a series. In addition to supplying suitable literature, the company will assist the dealer in developing prospects by keeping a file of possible commercial buyers at the factory and sending them special bulletins from time to time. The dealers are being supplied with postcards on which they will forward the names of their prospects in the business field to the factory.

RHODE ISLAND LAWS

Swenson Raises a Neat Point and Puts Matter Up to Attorney General

PROVIDENCE, R. I., Feb. 12.—B. A. Swenson has caused such a commotion here regarding the motorcycle laws, that he now has Attorney General Rice guessing. A point he has raised regarding the fees has been put up to the state's lawyer for an opinion.

Under the law as it stands, a man buying a motorcycle and paying the fee of $2 for registration of a solo, would be charged $5, the fee for a sidecar outfit, if he added a sidecar to his solo equipment. Thus he would pay $7 for the outfit, that first year, while if he had bought a motorcycle and sidecar together, he would have been charged but $5, the new fee for a motorcycle so equipped.

Swenson's idea is that the sidecar owner should not have to carry two separate licenses, one for solo riding and one for sidecar travel. He took the matter up with George R. Wellington, clerk of the Good Roads Board, who in turn put it right up to Attorney General Rice.

CLAIMS NEW RECORD

Andrews Takes Passenger Over Torrey Pines Grade on Indian Featherweight

LONG BEACH, Cal.—As the result of a recent trip from Long Beach to San Diego, Cal., Carl Andrews believes he has established a record over that road for a lightweight carrying a tandem passenger. This route includes the famous Torrey Pines grade, with many other hills and pieces of rough going which serve to make the trip a hard one for motorcyclists in general.

Andrews, with Asa L. Kirkpatrick, riding tandem, left Long Beach at 7 o'clock in the morning and reached San Diego at 12:30. His first stop was made in Ocean Side, a distance of about 60 miles from Long Beach, where he took on gasoline.

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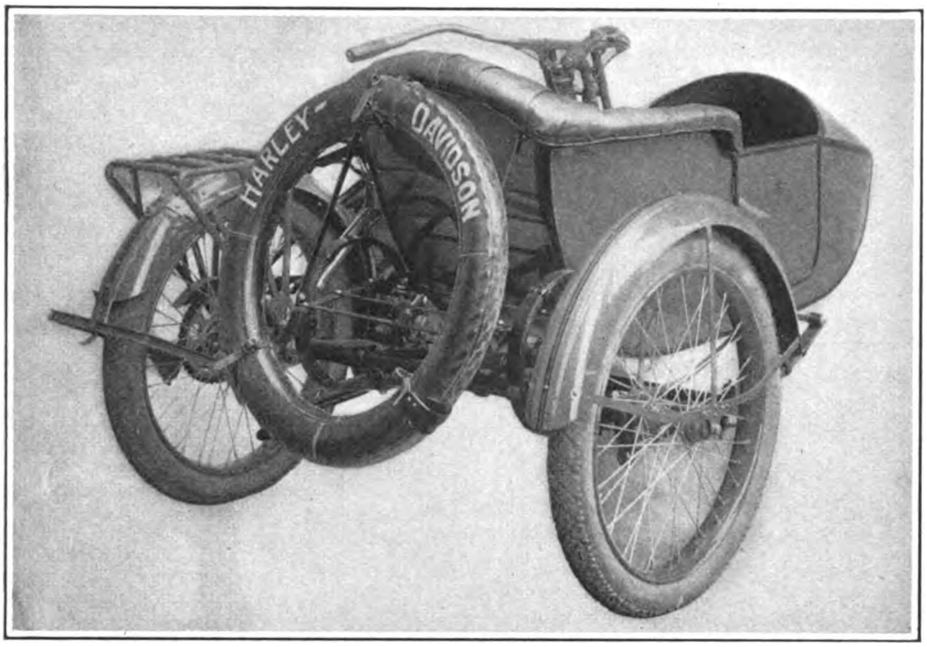
SIDECAR CARRIER FROM HARLEY-DAVIDSON

Device Provides for Carrying Spare Casing and Small Bundles; Shock Absorbers Also Offered



Showing the New Harley-Davidson Tire and Luggage Carrier in Application

MILWAUKEE, Wis., Feb. 10.—Sensing a demand for a device of the sort, the Harley-Davidson Motor Co. has brought out a neat little tire rack for attachment to the rear of the Harley-Davidson sidecar; the device not only serves as a carrier for a spare casing but also provides a small platform for carrying bundles.

This platform is not designed for heavy, bulky material, but it is realized that often there are times when the rider wishes to carry a small package, and the platform is a convenient place for it.

The price of $5 includes all the necessary parts for attaching. The Harley-Davidson accessory department has stocked the tire cover shown in the illustration and also is carrying a four-foot web strap that can be used in fastening bundles to the platform.

A shock absorber made by the Hartford Suspension Co. is a new addition to the Harley-Davidson accessory line. This shock absorber is alike in every respect to the larger model made for automobiles, except that the fittings are especially designed for sidecar use. The sidecar owners who find it necessary to carry extremely heavy loads will find a shock absorber valuable, as it relieves strain on the sidecar springs and results in easier riding.

HARRISBURG CLUBS

Motor Inn Club Holds Enjoyable Sociable—Plans for Keystone Ball

HARRISBURG, Pa.—The Motor Inn Club staged a jolly little social at the club rooms on Wyets street last week, 34 members and friends being present. The feature of the evening was the music provided by the Mandolin and Glee Club of the Harrisburg High School.

The Keystone M. C. has about completed arrangements for its annual ball to be held in Winterdale Hall on the evening of February 26.

ROUTE IS ALTERED

Omaha-Denver Highway Will Enter Mile High City Along Boulevards

DENVER, Colo., Feb. 4.—The Omaha-Lincoln-Denver highway will enter Denver by a new route this summer. Instead of coming into the city near the stock-yards and passing through the factory districts, as was first planned, it will enter Denver through the Park Hill resident district and proceed to the heart of the city over smooth boulevards.

The commissioners of Adams County have approved this change and have agreed to grade that portion of the road connecting the highway with Colorado boulevard from a point just east of the Burlington Railroad, near Rose Hill cemetery.

PROVIDENCE ELECTION

Carl Swenson Heads Big Rhode Island Body—Decoration Day Racemeet

PROVIDENCE, R. I., Feb. 13.—At the annual meeting of the Providence Motorcycle Club, held here Saturday evening, the following officers were elected: President, Carl Swenson; vice-president, Leon P. Burlingame; secretary, B. A. Swenson.

It was voted to hold a motorcycle race on Decoration Day at Hillsgrove. Last year it was impossible to have the races because of the poor weather on every day selected.

One of the principal matters coming up for action was the organization of a sidecar division. Because of the growing popularity of this vehicle it was argued that a corps was really necessary and to that end officers were selected. There are about 100 sidecars in the club, the owners of most of which can be depended on for all runs.

The annual Dutch supper and smoker will be held Feb. 18 at the club rooms. B. A. Swenson and A. B. Carlson, the committee is already making arrangements for an interesting programme.

WHEELING NEWS

Club Will Get New Charter and Issue Stock; Other Plans

WHEELING, W. Va., Feb. 10.—A busy meeting of the Wheeling Club was held last Tuesday when the plans for reorganizing the club were discussed and approved.

It was decided to reorganize the club and secure a new charter. The club will issue stock certificates and members so desiring may purchase shares of the stock, those members to be known as charter members or active members; those who do not care to take any of the stock will be known as social members.

The next meeting of the club will be devoted to the naming of several new committees such as sick, financial, race, road, touring, etc.

R. B. Parish, representative of the Goodyear Rubber Co., of Akron, O., who makes things lively around the club when in this district, has been elected an honorary member of the club and a membership card has been sent him to Atlanta, Ga., where he is at present.

FUN ON ICE AT READING

READING, Pa.—Motorcycles figure in a new sport introduced at West Leesport, a borough in the northern part of the county, by Earl Kaufman. Kaufman and his brothers, Walter, Ralph, Lester and Stanley Kaufman, using chains on their motorcycle wheels, towed a long line of skaters over the big dam at that place, covered with 15-inch ice. At one place Earl Kaufman covered the discharge gate of the dam, with four inches of ice, with six skaters in tow.

PITTSBURG TRADE NOTES

PITTSBURG, Pa.—The Motorcycle Exchange, 5903 Penn avenue, East End, announces that it has sold five times as many new Indians as were disposed of up to this date last year. The firm now has under way an extensive newspaper advertising campaign.

S. C. Hamilton, distributor for the Harley-Davidson in the Pittsburg district, reports that he is obtaining a lot of fine publicity from the fact that a lot of the local boys are taking military training with Harley-Davidson motorcycles at the local training ground.

BLISS TRANSFERRED TO NEW YORK

AKRON, O.—Walter R. Bliss, former manager of the Goodyear branch in Boston, has been advanced to the management of the New York district. Bliss succeeds J. W. Hobbs, who has been given some special work. Bliss began with the Goodyear people as manager of the mechanical goods department, and was serving in that capacity when appointed manager at Boston.

Views on Co-Operative Work

What the Aims of the Motorcycle and Allied Trades Association Should Be and Suggestions for Carrying Them Out

Importance Attaching to the Post of General Manager

BY A. H. BARTSCH

EVERY trade or industry, if it is to amount to anything, must needs have its trade bodies or associations founded on the idea of co-operation. The scope of the work that these bodies can accomplish, however, is subject to limitations.

It is with the idea of pointing out the obstacles in the path of a co-operative association working in the motorcycle field that this article is presented. The motorcycle market is a broad one, as yet scarcely more than scratched; it simply needs development. It presents some unique, not to say difficult sales problems, and they can be properly solved only by the closest of co-operative work.

Most of us in the trade, I fear, are all too prone to believe that just because the Motorcycle and Allied Trades Association can get together a large working fund, the success of the co-operative movement in the motorcycle field is assured. It needs more than that, however. It is a comparatively easy matter to get the money together—to spend it for the benefit of the entire body without offending any of the members, however, is quite another matter.

Co-operation vs. Competition

As things stand now, here we manufacturers are spending huge sums of money on a competitive basis. How much more real good we could obtain from that same or even a less expenditure with the money spent on a co-operative, rather than a competitive basis! It's a big question, worthy of most serious consideration.

New business, new blood, so to speak, can be created for all of us, for every separate branch of the motorcycle industry, if instead of hanging on year after year to the "Mine is best" sort of advertising, with every manufacturer both of machines and accessories chirping the selfsame thing over different nameplates, if we shifted to the "Motorcycling the Real Sport" idea and all plugged to bring that idea home to hundreds of thousands of folks who never have given the motorcycle the slightest consideration in the past.

If success is to be the portion of the M. and A. T. A. each of the members must be brought around to this view of the matter, and the man who is to direct the work of the body must be one with unusual executive ability, tact developed to an uncommon degree, coupled with a degree of creative ability. At the same time while he should not be wholly unfamiliar with two-wheeler trade conditions it is imperative that he come to the post unhampered by previous affiliations in this trade for reasons quite obvious. The selection of such a general manager is a matter of considerable importance and one that the Board of Directors will do well to consider thoroughly before acting.

After such a man is found it is up to him to map out a complete and intensive campaign under the guidance of the Board of Directors which when completed should be presented to the Board for final revision.

The membership campaign is of paramount importance. The body must be on a sound financial basis before any attempt is made to manifest its functions. I have not a doubt but what with a strong publicity campaign, the idea of co-operative work can be sold to the entire motorcycle trade from the manufacturer right down to the retailer.

Retailer's Importance

And speaking of the retailer, it will be one of the first objects of the association to impress upon him his supreme importance as the logical point of contact between the manufacturer and the buying public; also the fact that he is the first to benefit from the co-operative efforts of the association.

Some motorcycle manufacturers have already begun this big work working as individuals. The association can harmonize these efforts and by co-operative educational work conducted on a much larger scale than is possible by any one concern, produce results at a greatly reduced pro rata cost, that are far and away bigger and broader than can ever be obtained by individual efforts on the part of ever so many manufacturers.

Just how the costs for carrying this work should be divided, is a ticklish problem. It is a fact that not all the members of the body will share equally in the results—therefore equal taaxtion of all members is open to serious objections. A plan must be adopted that will meet with the approval of all the members; it must not be an arbitrary one by any means.

A Suggested Plan

Perhaps the plan adopted some years ago by the Society for Electrical Development might shed some light on the subject. As I remember the plan, or plans, for there were two of them at the option of the prospective member, was to include all manufacturers, current producers and accessory manufacturers as well as retailers. The first plan which some objected to because it gave the trade an insight into the amount of business done by the member, was to have the manufacturers and big producers subscribe 1/15th of their total to the body; the accessory men and distributors 1/20th, and the retailers themselves a smaller percentage, perhaps $7.50 on a yearly business of $15,000.

The second plan was not open to the objection against the first. By it members doing business between $10,000 and $20,000 yearly were taxed on a basis of $15,000, and so on throughout the whole field. This plan has a lot to recommend it.

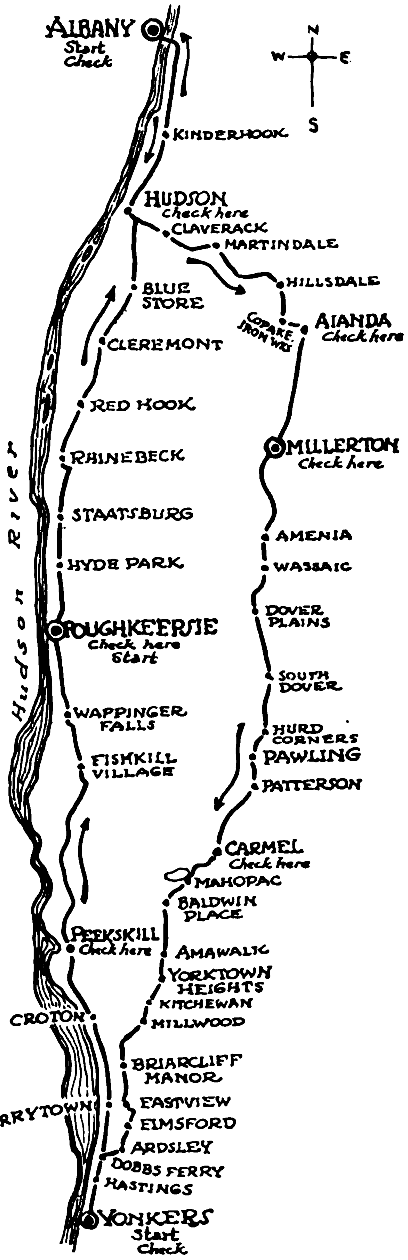
Personally I believe in uniting the entire motorcycle field under the M. and A. T. A. banner from the manufacturer right down to the dealer. The fee for the latter will be so small as to be almost negligible, while the fact that he is a member of the bigger co-operative body will make him take a personal interest in the work of the association.

The working of this plan will, of course, require a regular business organization that is fully equipped as to personnel and its facilities to render adequate service. From the general manager down, each worker must be qualified by knowledge and experience, and if the right sort of a manager is chosen by his talks to local trade organizations, clubs, etc., he can do a mighty big work for the motorcycle industry.

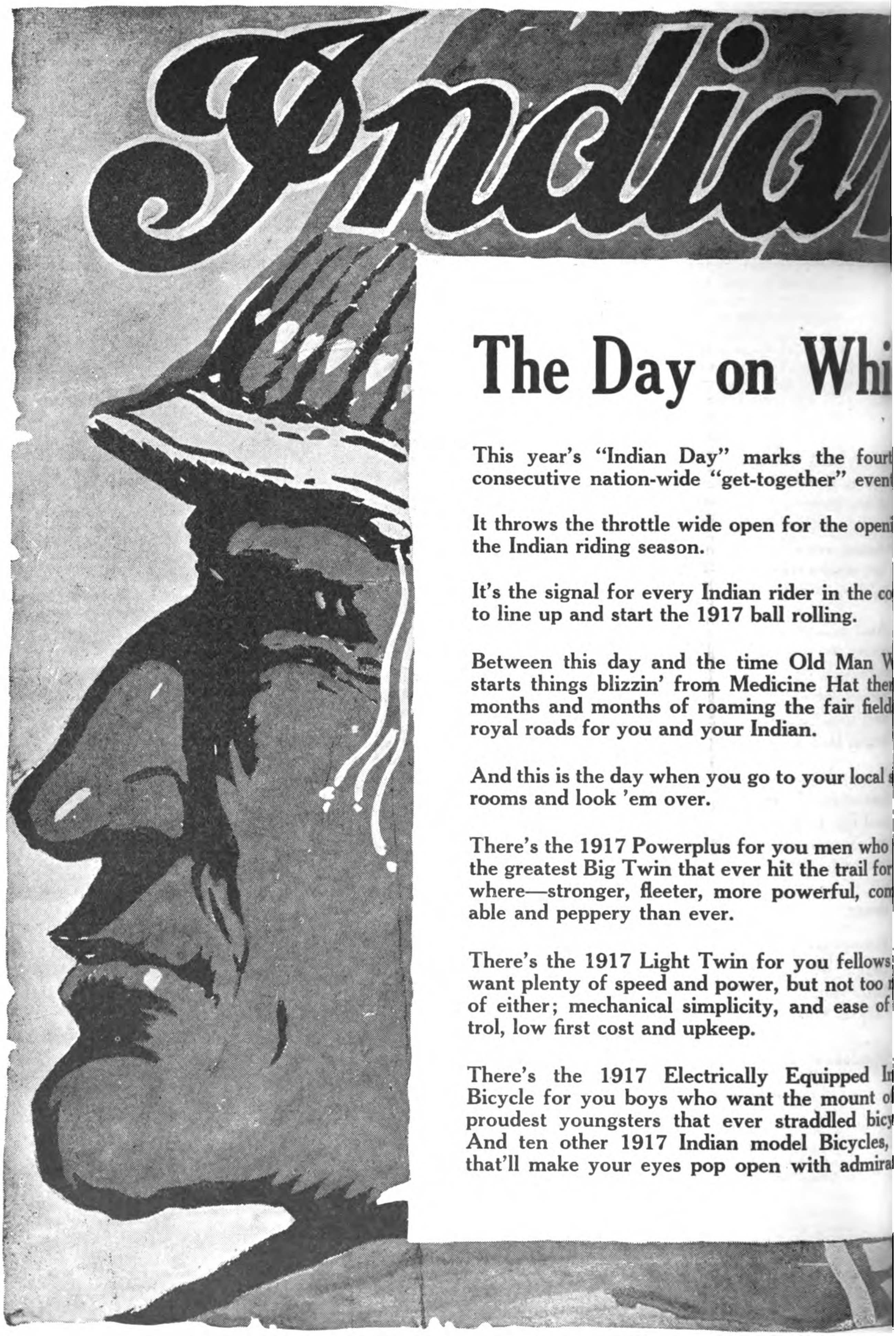
WE TAKE 64% OF WORLD'S RUBBER

REPORTS covering the world's total production of crude rubber indicate that the 1916 output amounted to 178,000 tons, of which 114,000 tons, or 64 per cent., were consumed in America. The consumption of rubber in America has more than doubled since 1914, the Goodyear Tire & Rubber Co. alone using 12 per cent of the world's output.

TENTATIVE ROUTE OF ELLIS' SPRING ENDURANCE RUN



The Riders Will Start Simultaneously at Yonkers, Poughkeepsie and Albany and Circuit the Course on June 10



The Day on Whi

This year's "Indian Day" marks the fourt
consecutive nation-wide "get-together" even

It throws the throttle wide open for the openi
the Indian riding season.

It's the signal for every Indian rider in the co
to line up and start the 1917 ball rolling.

Between this day and the time Old Man W
starts things blizzin' from Medicine Hat the
months and months of roaming the fair field
royal roads for you and your Indian.

And this is the day when you go to your local s
rooms and look 'em over.

There's the 1917 Powerplus for you men who
the greatest Big Twin that ever hit the trail for
where—stronger, fleeter, more powerful, com
able and peppery than ever.

There's the 1917 Light Twin for you fellows
want plenty of speed and power, but not too m
of either; mechanical simplicity, and ease of
trol, low first cost and upkeep.

There's the 1917 Electrically Equipped In
Bicycle for you boys who want the mount of
proudest youngsters that ever straddled bicy
And ten other 1917 Indian model Bicycles,
that'll make your eyes pop open with admira

Day February 22nd

e Celebrate

Everybody past the velocipede age is going to ride some sort of an Indian this year. Everybody's going to his local showrooms on Indian Day to see 'em and make up his mind as to the model.

And when he gets there he's going to get an education on what's what in single-trackers. He's going to be entertained and instructed. He's going to begin to live from that day on.

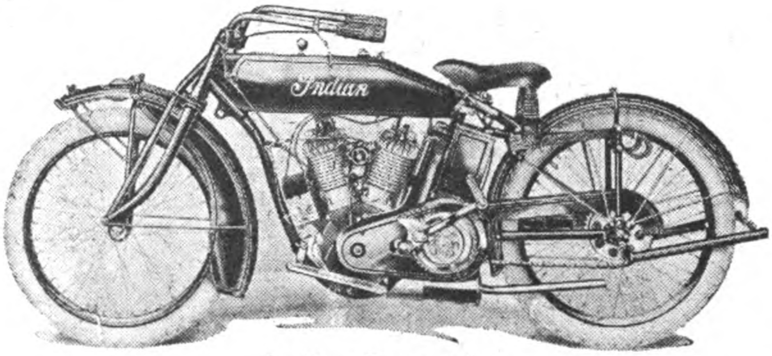
Your local dealer probably has announced something special for Indian Day. Call him up if you haven't seen it in your local newspaper or heard of it, and ask him what's doing.

Doors open all day and evening. Bring along whoever you want to and stay till "lights out!"

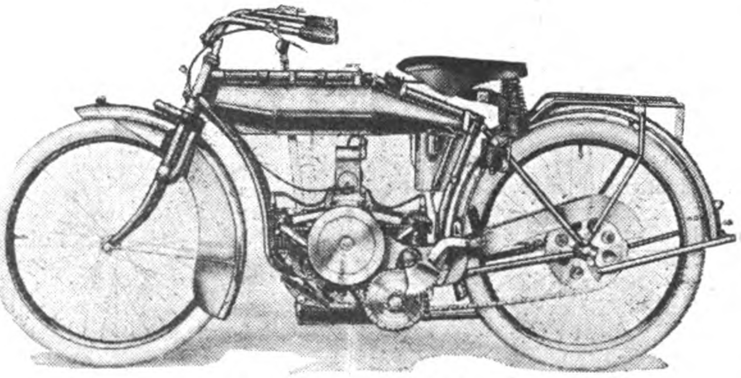
Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

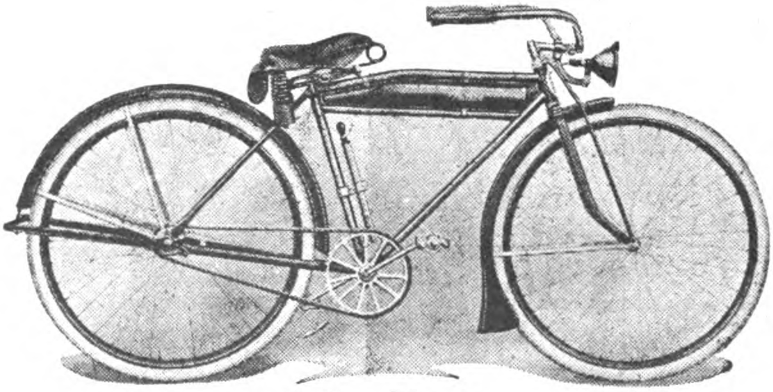
Springfield, Mass.



Indian Powerplus



Indian Light Twin



Indian Bicycle

California Bulletins

GOODRICH COAST CHANGES

Cook, Coast Manager, Goes to Akron; Carroll Succeeds Him

SAN FRANCISCO, CAL., Feb. 10.—E. C. Cook, Pacific Coast manager of the B. F. Goodrich Co., has left for Akron, Ohio, to fill an important position in the Central organization. F. Richard Carroll, who for the past six years has been manager of the Los Angeles branch, has taken Cook's place in the San Francisco office, and will have charge of the territory including Los Angeles.

H. O. Alexander has been promoted to the position of manager of the tire sales department at the San Francisco Goodrich branch.

H. W. Zelliff has become manager of the mechanical sales department at the San Francisco office.

THOR ON COAST

Barton Says New Factory Aid Plan Is Working Wonders

SAN FRANCISCO, Cal., Feb. 10.—Z. Barton, manager of the Pacific Coast Thor factory branch, announces that the new sales policy of the Thor factory has made an instant hit on the coast and that business is increasing at a rapid rate. Applications for agencies are more numerous than ever before and the number of orders has also shown a substantial gain. Mr. Barton says that the new policy, with the assistance that the factory gives in promoting sales, is giving dealers confidence, with the result that they are sending in fine orders. The Honolulu agency, in charge of Y. Kohiro, has cabled a rush order for four machines.

Guido Pagano, one of the most well-known motorcycle repair men in the city, and Clarence Young, brother of Doc Young, the Excelsior expert, are employed at the Thor branch helping out during the rush and absence of the regular parts man, Oscar Bunkland.

CLEVELAND RETAIL STORE OPENED

SAN FRANCISCO, Cal., Feb. 5.—Weinstock-Nichols Co., local Cleveland distributors, have opened a retail Cleveland store at 1162 Market street. The new store is under the management of C. J. Raddick and will carry motorcycles and sundries.

MORE LIGHTWEIGHTS ARE DUE

LOS ANGELES.—The Pacific Motor Supply Co., having perfected its plans for the celebration of Indian Day on February 22, is developing ideas for outings and sales innovations to follow the Indian Day drive. Another shipment of lightweights is expected soon, and as they have all been sold, their arrival is awaited anxiously.

SOME HENDERSON DOINGS

LOS ANGELES.—C. A. Hubbard has returned from his eastern trip and is once more supervising Henderson activities.

A new sub-agent on the Henderson list is Harry W. Bacon, a recent arrival from Michigan, who has taken the agency for the four-cylinder mount in Whittier. Frank J. Freeman has taken the Henderson agency in Cucamonga.

Los Angeles County Officers Twing and Bennett are to ride Henderson machines of the 1917 crop in the very near future.

A SEVERE BILL

Measure Will Prohibit All Speed Events Over California Highways

LOS ANGELES.—A bill now before the California Legislature is designed to prohibit racing, and, in fact, all riding against time, on the State highways. If the measure is passed, as there are strong indications that it will be, it will be impossible to obtain a permit for any contest, motorcycle or otherwise, in which the participants will ride above the legal speed limit.

A supplementary provision to the measure has been proposed which would make publication of a new record over any of the State highways prima facie evidence of violation of the law.

WILL TAKE N. G. TO MT. DIABLO

SAN FRANCISCO, Cal.—Feb. 10.—There is a plan under way in the San Francisco M. C. to take members of the National Guard on a motorcycle trip to Mt. Diablo. The object of the trip is to show the members of the Guard the ease with which a motorcycle can be used and the efficiency of it as a carrying machine on any kind of road. Each member of the club will take a member of the National Guard on his machine riding tandem.

R-S SALES ON THE COAST

SAN FRANCISCO, Cal.—Hopkins and Alzina, managers of the Reading-Standard branch in San Francisco, announce that the carload of machines received recently is almost gone. Mr. Alzina says that the southern part of the state is doing exceptionally well.

MATHEWS SELLING THE HENDERSON

LOS ANGELES.—Eugene Mathews, who used to cover the Los Angeles territory for Edwin F. Merry when he had a branch in Los Angeles, has joined the Henderson Motorcycle Sales Corp. In addition to being a seasoned motorcyclist, Mathews is a good deal of an expert on the pedal machine and captured second place in the high wheel event on Bicycle Day last year.

A TOUGH PROBLEM

LOS ANGELES.—A lot of amusement was furnished local motorcyclists by a chap in one of the little sand-lot towns over in the mining country, who wrote in for mechanical information. "I want to detach the clutch from the transmission," he explained. Then he added that he was "a repair man."

FRISCO CLUB CHANGES

Will Alter By-Laws Giving Members the "Referendum"; Hard Times Social

SAN FRANCISCO, Cal., Feb. 10.—At a special meeting to be held soon, the San Francisco M. C. will vote on the proposed change in the club's by-laws. The change will give more power to the members, all important measures and plans being put up to a vote of the club. The office of captain of tours and runs, which is now appointive, will be made an elective instead of appointive office.

Three new members were taken into the club at the last social. It was decided at this meeting to have a "Hard Times" social at the meeting, which will be held the first of March.

KENNEY LOCATES IN SAN FRANCISCO

SAN FRANCISCO, Cal.—Dave Kenney, of Pasadena, who has been riding for the Indian factory in the south, is making San Francisco a visit with a view to locating here. He is making his headquarters at the Motorcycle Sales Co., Ed Loudenclous, one of the firm, being an old friend.

THE THOR IN SACRAMENTO

SAN FRANCISCO, Cal.—The Motoraid, Sacramento, has taken the Thor agency again. The store has been completely repainted in Thor Blue and the firm is going after business in good shape. Since receiving the 1917 machine they report the sale of nine new Thors and expect to do a large business in the commercial line.

NOVEL TYPE OF MOTOR SLED

WHEELING, W. Va.—One of the first completed triangle-shaped motor-bob sleds to be tried out in this city has been built by Louis Bleifus and Charles Meder. The machine has a speed of from 30 to 40 miles an hour.

The motor sled consists of one small sled in the front with two sleds in the rear, the motorcycle resting between the two rear sleds. The rear wheel between the sleds gives traction. Four may ride with comfort on the sled.

BAKERSFIELD M. C. HILLCLIMB

BAKERSFIELD, Cal.—The Bakersfield Motorcycle Club is planning to give a hillclimb and picnic about the middle of February. Two new members were added to the roster at the latest meeting.

QUAKER ROAD BUILDERS MEET

PITTSBURGH, Pa., Jan. 29.—State, county and township officials of Pennsylvania and neighboring States, as well as representatives of civic, commercial, agricultural and automobile organizations, gathered at the University of Pittsburgh today to begin a week's study of good roads conditions. The speakers are experts from the State Highway Department and the School of Engineering. They will make plain the technical side of good road making. The aim of the conference is to make the most of the millions being spent in road improvement.

Canadian Letter

PLANNING DOMINION "DRIVE"

At Big Meeting of Bicycle Men in Hamilton Plans Are Advanced for the Spring Sales Campaign March 31-April 7

HAMILTON, Ont.—At a big meeting of Canadian bicycle interests, under the auspices of the Hamilton Bicycle & Motorcycle Dealers' Association at the New Commercial Hotel, Hamilton, on Tuesday, February 6, it was decided to proceed immediately with the holding of the second annual spring bicycle sales campaign throughout Canada.

It was decided to stage the campaign from March 31 to April 7, Saturday to Saturday, inclusive. This decision was heralded to the local public on the following day when a representative of the Canadian trade rode down the main street of the city mounted on a velocipede of 1877. Thus the spirit of 1877 virtually ushered in the Canadian bicycle season of 1917 in this spectacular manner. This rider addressed the crowds at street corners and also met local newspapermen, to whom he gave the news.

The slogan adopted for the Canadian campaign is "Ride a Bicycle," and considerable literature is already being procured. Arrangements have been made for the securing of advertising matter from the United Cycle Trades Directorate, but the Canadian campaign will be conducted independently of the Directorate in all other respects. Life size cutouts for window displays, window cards, electros for newspaper and circular advertising and other material are being ordered.

The dates selected for the Canadian drive are practically one month ahead of the dates for the American campaign, but it was the consensus of opinion that the effort in the Dominion should be made as early as possible. The "push" will be held practically simultaneously throughout the whole country, with the exception of British Columbia where the dealers will stage a show of their own at an earlier date, probably March 12 to 17. The dealers of Quebec had partially planned to hold their campaign two weeks after the one in Ontario, on account of late winters in that Province, but word has been received that they will make the drive at the same time.

The Hamilton association has appointed the following committee to make early arrangements for both publicity and social features during the period of the local campaign: President N. S. Ferries, Vice-President C. Webb, Secretary J. R. Dixon, J. Scott, J. W. Tyner and E. O. Knischewsky.

PREPARING FOR RUSH

Toronto Bicycle Men Are Storing Great Stocks of Bicycles and Accessories

TORONTO, Ont.—In anticipation of a great rush early in the spring, the Canadian bicycle manufacturers and jobbers have been making every effort to gather huge stocks of bicycles and accessories. Various warehouses are crammed with crated wheels and factory staffs are working in day and night shifts to make or assemble even more bicycles. One firm, Hyslop Bros., Limited, have acquired possession of an edifice, the Northern Congressional Church, in which bicycles and parts have already been stacked up to the high ceiling. This company also has two other premises in which large quantities of wheels are being held.

THE EXCELSIOR IN HAMILTON

HAMILTON, Ont.—Harris & Funger, 76 York street, Hamilton, bicycle boosters, have taken the Hamilton agency for Excelsior motorcycles. This firm has built up a good bicycle trade and is now expanding into the motorcycle field.

HARDING AT THE FRONT

TORONTO, Ont.—Jack Harding, known as a motordrome racer in Pittsburgh, Cleveland, Buffalo and Toronto during the days of the board track sport, has turned up in France. Harding had been living in Toronto since the closing of the Toronto and Buffalo saucers. He enlisted as a chauffeur in the Mechanical Transport and reached France very quickly.

Blount Burtschaell, formerly of Atlanta, Ga., another former motordrome star, has announced his intention of rejoining the 5th Georgia Regiment in the event of the United States stepping into the war. Burtschaell was one of the organizers of the motorcycle corps attached to the Georgia unit and he will return to the States from Toronto if needed.

BROWN LAUNCHES A CLUB

Kingston Booster Is Promised Twenty-Five Hustling Members

KINGSTON, Ont.—Mainly through the industry and perseverance of Sergeant T. G. Brown, of Kingston, Ont., an enthusiastic motorcycle club was organized here on February 5 with a prospective membership of twenty-five. The title selected was "The Frontenac Motorcycle Club." The officers chosen so far are T. McCormick as president and Sergeant Brown as secretary-treasurer.

Membership dues were fixed at only $1 per year, but this amount will probably be raised after the conclusion of the war. The club has already arranged for the use of two clubrooms.

BREGENT GETTING CARLOADS

MONTREAL, Que.—A. E. Bregent, Canadian distributor of Pope and Harris bicycles and the Smith Motor Wheel, is prepared for big business this year. Large floors in three different buildings are filled with crated bicycles, ready for delivery on stated dates in the near future. Bregent has been buying bicycles by the carload for the past three months and these have been arriving with pleasing regularity.

PEPPER IS THOR DISTRIBUTOR

TORONTO, Ont.—Charles R. Pepper, 350 Danforth avenue, Toronto, has closed with the Aurora Automatic Machinery Company, Chicago, for the distribution of Thor motorcycles throughout the whole of Ontario, with the exception of the city of Hamilton, where other arrangements have apparently been made.

POULIN TO STAGE BIKE SHOW

QUEBEC, Que.—J. E. Poulin, the well-known bicycle dealer of Quebec, has announced that he will stage a bicycle show in his new premises in this city during the week of April 2. This show will constitute the official opening of his brand new store, where he has installed every facility for a large business. Poulin is one of Quebec's veteran dealers.

SHOW AT WASHINGTON, W. VA.

WASHINGTON, W. Va.—Displays of motorcycles were prominent features of the annual automobile show in the rink here the week of February 5-10. The Washington Motorcycle Accessories Co. had a fine exhibit of the Thor and Harley-Davidson machines. In the Indian Motorcycle exhibit, in charge of T. W. Long, were shown the Light Twin and the Power-Plus.

CARRIES CUTAWAY MODEL

MILWAUKEE, Wis.—Fred Schofield, Smith Motor Wheel salesman for Indiana, is employing a somewhat novel idea in order to introduce the motor wheel to dealers along his circuit. Schofield carries a "cutaway" model, which invariably makes a hit with the retailers.

Schofield spent the week of February 5 in Indianapolis assisting Charles Koehring, the local Smith dealer, at the motor show, where an extensive exhibit of Smith Motor Wheels and Smith Flyers was made. Dealer Koehring has so far sold about a dozen of the flyers, and has signed a contract to take 100.

GOODYEAR EXHIBITS KITE BALLOON

NEW YORK.—A feature of the Pan-American Aeronautic Exposition, now being held in the Grand Central Palace, is a Goodyear military kite balloon. This air vehicle is 80 feet long, and has a capacity of 25,000 cubic feet of gas.

THIS CYGNET EARNS ITS WAY

LOS ANGELES.—Since the arrival of the Cygnet rearcar on the Pacific Coast the attachment has won considerable popularity and is being worked into the business and social life of southern California in many interesting ways.

For example, Harry Lovell, of Redondo, uses a Cygnet behind his motorcycle when he goes to work. He carries three passengers each way and gets 60 cents a day from them. In six months the passengers will have paid for Lovell's rearcar.

Contest Brings Out Thinkers

Most of Those Who Sent in Answers to Bunny Paine's Problem Made Note of Fact That Full Conditions Were Not Stated—Full Credit Given to Those Who Used Heads

New Problem Is Simpler but Gives Ample Opportunity to Show Skill

OUR friend, Bunny Paine of McKeesport, Pa., who doped out that last puzzle certainly has had the Contest Editor—and several others—sweating blood for the past two weeks. Not that the problem itself was so hard. But Friend Paine did not give quite enough conditions or dimensions to make an exact determination possible in all cases. For instance, in order to answer questions 3 and 4 the diameter of the flywheels should have been given.

However, with the sort of graciousness that characterizes the C. E., Paine is hereby absolved from all blame, for it was squarely up to the C. E. to catch a little oversight like that before shooting the problem to the contestants.

Despite the missing data, the problem certainly was a nice little one for the exercise of the thinking portions of our anatomies, and every contestant should have been able to give some sensible answer to every one of the four questions. The first two questions, for instance, are perfectly capable of being solved with the data in hand. Let's go to it.

It is apparent that two of the points that are standing still are the bottom points on the front and rear tires. The only other point on the machine with an angular velocity sufficient to overcome the forward motion of the machine is a point somewheres on the flywheel, below the center. Such a point cannot be located on the sprockets, since we know that every point on the rear sprocket, unless it is the same diameter as the rear wheel, which of course is preposterous, is traveling ahead; therefore every point in the entire chain system, including the engine sprocket, must likewise be traveling ahead.

Finding the Point

NOW to locate that stationary point on the flywheels. The gearing figures out at 4 to 1, so that the flywheel is making four times as many revolutions as the rear wheel. The number of revolutions of the rear wheel equals the distance traveled in a minute (5,280 x 12 inches) divided by the circumference (28 x 3.1416 inches). Since the flywheel "revs" four times as fast we find the speed of the flywheel is as follows:

$$\frac{5{,}280 \times 12 \times 4}{28 \times 3.1416} \text{ equals R. P. M.}$$

No need to work that out yet; it will simplify matters to use it in that form in the next step. We know that to be standing still, the point on the flywheel must be traveling at a speed equal to 5,280 feet per minute. In other words it must be on a circle with such a radius that its angular speed will equal that figure when traveling at the above number of revolutions. In other words, the 5,280 feet; or better (5,280 x 12 inches) equals the circumference of that circle times the above equation. We can express the circumference as (2 x 3.1416 x r), r being the radius. We get as the final equation:

$$5{,}280 \times 12 = \frac{5{,}280 \times 12 \times 4 \times 2 \times 3.1416 \times r}{28 \times 3.1416}$$

which by cancellation reduces to the form: 8 x r equals 28, whereby r, the radius, equals 3.5 inches. In other words a point 3½ inches below the center of the flywheel is standing still.

For questions 2 and 3 we must answer that because the diameter of the flywheel is not given a numerical answer is impossible, but any point below this 3½ inch point on the flywheel will travel backwards. For question 4 the answer is simply that the top point of the flywheel travels fastest provided the wheel is over 7 inches in diameter; its speed cannot be determined with the data given.

The C. E. is giving full credit to those fellows who answered in this manner. By the way, this puzzle brought to his desk the most interesting set of letters bearing on the matter that the contest has yet brought in. The puzzle surely did show that the average motorcyclist knows how to use his head.

Now, let's meander on to the next puzzle, which we are quite positive can be

(Continued on page 31)

FULL SCORES IN CONTEST BROUGHT UP TO DATE

"A. D."	4
Anderson, Emil W.	1
Anderson, John	1
Archibald, Glenn	3
Armstrong, F. W.	2
Baker, Colon	6
Bauchelle, Jr., Wm. M.	5
Blackington, Donald D.	6
Bryan, Henry J.	7
Campbell, T. E.	7
Card, Wm. A., Jr.	5
Cattell, McKeen	6
Charlton, Robert L.	6
Clare, W. H.	0
Coffield, R. E.	3
Coddington, L. H.	6
Cooper, Joseph	6
Counsell, M. N.	2
Croft, Willard C.	4
Darnell, R. C.	4
Dean, Allyn W.	6
Doherty, "Bill"	6
Eckhout, Bernard V.	4
Enson, Mrs. P. H.	6
Ernst, F. W.	6
Eyster, Geo. H.	6
Ferguson, C. L.	1
Fix, Ray	2
Frechette, Frederick L.	0
Gale, M. E.	4
Gieselman, E. R.	5
Gordon, Harold W.	1
Grinna, Alex	6
Grone, Edward	11
Hallgren, Fred	2
Harriman, A. W.	5
Harrison, Frank V.	1
Hayden, Junior	12
Hedler, Frank P.	4
Hetfield, Wesley R.	6
Holmes, O. L.	6
Holton, E. B.	6
Hoyer, Paul	6
Huntington, F.	4
Jaquith, Chas. V.	3
Johnson, G. M.	8
Latterman, "Tommee"	6
Lavallee, C. T.	4
Leggett, T. J.	5
Lemoge, S.	8
"Light Weight"	3
Lindich, J. P.	9
"Lone Subscriber"	1
Longley, Ralph E.	3
McLean, W. L.	8
McInnis, John	6
Mader, H. J.	6
Marschenke, E. E.	1
Martin, Charles	4
Mead, Howard	5
Meagher, J. G.	1
Meserve, Leon E.	3
Nudd, W. E.	6
Ohl, Ray F.	4
"One of the Boys"	2
Paine, Bunny	12
Pike, J. R.	0
Pugsley, J. E.	6
Purcell, J. H.	1
Raedel. Mrs. J. H.	4
Rathbun, Bruce J.	7
Reed, Howard	6
Richardson, Ray	2
Ridolf, J. F.	0
"Rosie"	4
Ryan Daniel	2
Salo, O. J.	2
Schaeffer, Carl	6
Schwerdlfeger, Elmer A.	4
"Scrubby"	2
Serdinides, S.	1
"Slippery Slim"	2
Sobba, Joe	1
Spillane, Ed. O.	1
Stocking, Ray	6
Story, William	8
Stump, Geo. A.	4
Thompson, M. B.	0
Towle, H. E.	10
Tracy, Willis E.	0
Trumbauer, C. A.	9
Voth, P. H.	7
Wansleben, T. O.	6
Watson, Ralph E.	4
Weber, Louis J.	6
Wehmann, F.	2
Wesner, Harry G.	12
Whitton, E. F.	5
Wimer, L. F.	0
Wittich, Fred W.	4
Wohlers, Elmer	5
Wood, J. Harry	6
Wyatt, H. D.	2
Yorke, Wm.	4

BICYCLE SECTION

Need Low-Priced Spares

Present American Bicycle Designs Can Be Made Popular in Far East Only If Accessories and Parts Are Standardized and Sold at Rates to Compete with Cheapest European Lines

How the Spares Problem Affected American Trade in One Instance

By S. K. SEN

Editor, *Indian Motorcycle Journal,* of Calcutta.

IN my last article I tried to show that when an export buyer asks for something different it is not always to embarrass the American manufacturer intentionally, or for the buyer's sheer love of the "British Standard," but that in most cases it is because his customers' temperament, nature or the climatic conditions of the country demand it. The question that naturally arises is whether the American standard can be enforced on the export market, and if so, in what way.

Given strong educative campaigns (I will not discuss quality or merit of design, but will accept the American standard in its entirety, and also all of the makers' superlatives for it), advertising, circularizing, etc., and no doubt a certain number of American bicycles of the present standard can be sold abroad; but it is one thing to force the sale of a few cycles, or say a few hundreds, and quite another thing to retain the market.

From the Past

NOT so long ago—I am talking of the years from 1902 to 1906—a well-known American bicycle manufacturer used to export shiploads of both low- and high-priced models to the East. India at that time was buying as many American cycles as English ones. Today the makes of bicycles referred to, while they have doubtless maintained their recognized standards of workmanship and durability, are not as widely used in India as they were in the past, and if we trace down this situation we will learn some of the reasons why the present American standard cannot always be permanently applied to foreign fields.

During the years above referred to, 1902-1906, the cycle trade was in its infancy in India, and only a few shops handled bicycles. The American machines had the good fortune to be handled by the two biggest cycle firms of India at the time, and they kept large stocks of spares. In addition to this, they understood their business thoroughly and priced their spares moderately, so that a customer needing replacements could buy them cheaply and get them without delay. Gradually, as the cycle field extended and the British cycles came into the market, with the cheapest accessories in the world coming from Germany and adapted to the British standard, the dealers handling American goods found that their prices were somewhat high. This also applied to their spares in some cases, and in addition they found that many of the small agents in the interior could not be persuaded to keep a proper stock of American spares.

It thus became difficult to obtain the spares, except from the depot agents, and the latter, finding that spares were not moving out of their stocks very rapidly, put the prices up to the limit, with a view of getting as much as possible out of each individual sale. This policy soon affected the customer, who in turn decided that the upkeep of an American bicycle, in the way of spares and extras, was so heavy that it paid him better to buy a cycle of the British standard, for which spares could be cheaply and easily obtained. Thus we see why the well-known American makes of bicycles referred to, which still rank high in your country and elsewhere, were held back in the East India market through the spares problem. The bicycles themselves were of good grades, but the fact that the standardized and low-priced accessories sold in the India market could not be used was a serious drawback.

Popular Prices Essential

THE great success of Ford business, even in India, lies in the large number of firms trying to make spares and improved little odds and ends for these cars. Ford cars and Ford accessories are obtainable even in the smallest shops in India, and Ford parts and accessories have been so standardized that the owner can make repairs or replacements no matter where he may have a breakdown on the road.

In order to popularize the American standard, American cycle spares, like chains, coaster brakes, pedals, axles, and other fittings which are not of British standard threads, have got to be sold at popular prices. When that situation is brought about it will be a simple matter for the bicyclist in India to obtain anything that he may need for an American cycle at the price he is accustomed to pay for similar goods under the British standard, and that will unquestionably advance the popularity of American cycle products.

High Freight Charges

ANOTHER factor which the American manufacturer often overlooks is that freight charges from New York to India are exactly three times as high as from a British port to India. It may not be generally known that the bicycles offered by British manufacturers for export are not always the same as the home models, and that very often cheap lines are offered for export.

In my opinion, the most important point with reference to cycle exports is to have standardized accessories, and to place those accessories on the market in such a way as to enable the dealers handling them to compete with the handlers of accessories made anywhere else in the world. Make them as strongly American as you please, but if wou wish to have your standard accepted in the foreign markets, make them to sell at very low prices. That is the secret of success as far as the American standard in the Far East is concerned.

It is a mighty fine thing to boost for a million bicycles, but in my opinion it is just as important to strive for sales of 10,000,000 chains, 15,000,000 coaster brakes, or 30,000,000 pedals. Those are big figures, of course, but I am using them to drive home the idea that it is just as important to work for big productions of standardized accessories as it is to sell a large number of the bicycles themselves. That the manufacturers of American bicycles are making rapid progress, abroad as well as at home, cannot be denied, but I feel that the true possibilities of the American standard as applied to export markets can never be realized until the standardization of spares on a low-priced basis has been carried to the limit.

CHICAGO "GRIND" FEATURED BY SPILLS

Willie Hanley Breaks Shoulder, and Michael Debaets Cracks a Rib—Wiley Unable to Start on Account of the Grippe—Madden Stars at Preliminary Sprint Meet

CHICAGO, Ill., Feb. 13.—When the cyclists now competing in the six-day continuous race at the Stockyards Pavilion finished the first 24 hours they probably had never competed in a race that was filled with so many spills and the excitement that goes with the tumbles. Spills were the lot of the riders almost from the start and most every rider took a tumble, many of them serious ones.

At the start of the race it was announced that George Wiley, the plucky Syracuse rider, would be unable to compete. Wiley had contracted a bad cold while working out for the paced race with Linart and Carman, and the cold developed into grippe. Carman was left without a partner at the start, but not for long.

The Start

The race got away at 10:30 p. m. Sunday night after the finish of the sprint and motor-paced preliminary events. The hard-luck streak hit the riders almost immediately after the race started. Willie Hanley, the Californian, who was married on January 22, and who was the "honeymoon" entrant in the race, fell heavily at 11:45 in a spill caused by a tire on Lloyd Thomas' wheel coming off. Willie Spencer and Thomas fell and Hanley was catapulted over Spencer and landed heavily on his back, fracturing his shoulder blade.

Hanley continued in the race a short time after, but was forced to drop out. Percy Lawrence, another Californian, who was competing in the race with Hanley, was later teamed with Clarence Carman, Wiley's partner, the team being penalized a lap, according to the rules governing contests of this kind.

The big smash, which proved to be the worst of the first day, came at 1:40 yesterday morning. While chasing a $5 special prize or "prime," Francesco Verri rubbed tires with Ernest Ohrt, who has been dubbed the "Prima Donna" of the race, and went down. The climax of the "jam" occurred in the last lap of the sprint for the prize and Verri went down. Michael Debaets, Carman, Sullivan, Spencer, Magin and Thomas were pretty badly shaken up. Debaets was knocked unconscious and it was found later that he had fractured a rib and he was later withdrawn. Carman wrenched his back, Verri had a badly injured leg and Magin received a painful injury to his shoulder.

Smith Stages Spill

After the spill the race was partly stopped and it was not until 3:30 that all the riders were on the track. Tommy Smith, shortly after the race was resumed, staged a spill by his lonesome, but was unhurt. Smith's fall was caused by his handlebars becoming loosened. All was quiet for a few hours and the riders were contented to grind out the miles, awaiting the afternoon sprint session.

According to the schedule the riders are to stage sprints during the afternoon and evening, along the lines of the race in New York. In the afternoon session, when three sprints were run, Spencer, Madden and Cameron were the winners, but the night sprints showed Verri and McNamara as the real "bears." In the two sessions the McNamara-Verri team scored the low total of 16 points. Corry and Magin scored 34; Madden and Drobach, 45; Kaiser and Cameron, 48; Mitten and Spencer, 54; Piercey and Smith, 65; Kopsky and Sullivan, 67; Ohrt and Grimm, 72, and Carman and Lawrence, 72.

SCORE AT 31 HOURS.

Team.	Miles	Points.
McNamara-Verri	664.5	16
Corry-Magin	664.5	34
Madden-Drobach	664.5	45
Kaiser-Cameron	664.5	48
Mitten-Spencer	664.5	54
Piercey-Smith	664.5	65
Kopsky-Sullivan	664.5	67
Ohrt-Grimm	664.5	72
Carman-Lawrence	664.5	72

Note.—The points shown above are for the sprints during the afternoon and evening. The winner, second, third, fourth and fifth teams are given credit for one, two, three, four and five points, respectively, in the grand total for the week. All other teams are credited with six points in the week's total.—Ed.

Points are scored in the sprints as follows: Winner, 1; second, 2; third, 3; fourth, 4; fifth, 5; sixth and after sixth, 6 points. The sprints finished as follows:

AFTERNOON.

First—Spencer, McNamara, Corry, Madden, Drobach.

Second—Cameron, Verri, Corry, Sullivan, Piercey.

Third — Madden, McNamara, Kaiser, Spencer, Corry.

EVENING.

First—McNamara, Madden, Magin, Kaiser, Spencer.

Second—Verri, Corry, Drobach, Sullivan, Mitten.

Third — Spencer, McNamara, Magin, Madden, Kaiser.

Fourth — Verri, Corry, Cameron, Drobach, Piercey.

Fifth—McNamara, Spencer, Magin, Madden, Ryan.

Sixth—Verri, Corry, Cameron, Thomas, Piercey.

Seventh—McNamara, Madden, Smith, Magin, Kaiser.

Eighth—Verri, Corry, Cameron, Thomas, Piercey.

Ninth—McNamara, Magin, Madden, Kaiser, Kopsky.

The score at the end of the first 24 hours was 519.1 miles with Magin, of the Magin and Corry team, leading. The score at 5:30 this morning, the 31st hour, was 664.5 miles. Cameron, of the Cameron-Kaiser team led the pack. The record for the 31 hours is 684 miles and is held by Eddie Root and Iver Lawson, and was made in the Madison Square Garden, New York, race in 1915.

Debaets and Linart were forced to retire at 8:35 last night on account of the injuries received by the former during the bad spill on Monday morning. The race has been well patronized, both on the opening night and the second night, and the crowds stay until the small hours of the morning. The management gave the receipts of the first night as $1,400, which is away ahead of the receipts for the first day in the 1915 race in the same building.

MADDEN STARS IN SPRINTS

Newarker Wins "Alternance" Match from McNamara, Verri and Kaiser

CHICAGO, Ill., Feb. 12.—Eddie Madden, the young Newarker, was the real sensation of the preliminary races to the six-day "grind" at the Stockyards Pavilion last night. The native of the "Explosion State" met Reggie McNamara, the Australian; Harry Kaiser, the New Yorker, and Francesco Verri, the Italian, in an "Alternance" match race at a mile and he won all three heats in which he competed.

In the first heat Madden met Kaiser and Verri and he won with Kaiser in second place in 2:36. The second heat saw the New Jersey star beat Kaiser and McNamara, Kaiser again getting second. The time was 2:17. Verri met McNamara and Kaiser in the third heat and he came home in front with McNamara copping second honors. Time 2:43. Madden then met McNamara and Verri in the fourth heat and Madden went around both of them in the last lap and his victory was well received. The time of this heat was 2:14.

Madden carried off the race with a total of three points. Verri, Kaiser and McNamara were tied for second place and the heat run to decide second, third and fourth place was won by Kaiser. Verri finished in second place and McNamara third.

A three-cornered motor-paced race was to have been ridden, but owing to an attack of grippe one of the contestants was forced out. Clarence Carman, the American paced champion; Victor Linart, the Belgian, and George Wiley, the Syracuse rider, were to be the starters, but Wiley was confined to his hotel when the races were run. Carman met Linart in a two-out-of-three heat match at five miles and Carman won in straight heats back of Jimmy Hunter. The times were 7:50 and 7:54, respectively.

SIX-DAY RACE FOR 'FRISCO

CHICAGO, Ill., Feb. 13.—It was announced at the six-day race at the Stockyards Pavilion last night that a like race at San Francisco is assured. The dates of the Coast "grind" are from March 3 to 10, and it is planned to have the majority of the riders now competing here to take part in the next event. The riders are to receive 40 per cent. of the gate receipts in the race in the Far West in addition to transportation from Chicago to San Francisco and return to Chicago.

KANSAS CITY TRADE

Bicycle Dealers Form an Association—Force Motorcycle Men In

KANSAS CITY, Mo., Feb. 5.—The Kansas City Bicycle Dealers' Association has and is doing for the motorcycle dealers what they would not themselves have done. The motorcycle dealers have long considered the bicycle dealers as the little men in the trade. But, through the forming of the Kansas City Bicycle Dealers' Association, motorcycle agencies have been opening up bicycle departments in connection with their business and have been joining the association for the purpose of boosting the bicycle business, and incidentally this has pointed out to the motorcycle dealers and agents wherein they were weak, and it has promoted a better feeling of good fellowship in the business.

Although the association has for its purpose the boosting of the bicycle business and sport and religiously conforms to this policy, it is not infrequent that motorcycles are a topic for discussion—discussion for the betterment of the trade and not an attack on it by bicycle dealers. As the local association has proved, it is indeed, wonderful what good results can be obtained on mutual plan.

GOODWIN FIRST IN HANDICAP

BROOKLYN, N. Y., Feb. 13.—Eddie Goodwin, of the Irish-American A. C., won the three-mile handicap bicycle race at the games of the Knights of St. Anthony, at the Forty-seventh Regiment Armory last night. Goodwin started from scratch and won handily after avoiding the numerous spills that featured the race. Jerry Nunziata, 25 yards, and Al Krushel 50 yards, a former member of the Unione Sportiva Italiana, finished second and third, respectively. The time was 7:28 3/5.

ANOTHER BIKE MEET

Fourth Program in Winter Series Will Be Held February 22; Girls' Race

ROCHESTER, N. Y., Feb. 8.—The fourth of the winter series of bicycle race meets being held by Company G, Third Infantry, is slated to take place at the New York State Armory on Thursday evening, February 22. Among those expected to enter are Fred Roy, of Rochester, and Gronkowski, of Buffalo. The latter holds the two-mile indoor championship, and is coming to Rochester to take a "rap" at Roy, who is the best in this locality. Owing to the success of the bicycle race for women, which was staged February 1, there will be a one-mile open event for women in the next program, and Gertrude Baker, the New York girl, is expected to ride.

ATLANTA WHEELMEN TO MEET

NEWARK, N. J., Feb. 6.—On Saturday night, March 10, the old Atlanta Wheelmen, for many years inactive, will hold a reunion dinner at one of the big local hotels. It is expected that over 100 old members and guests will be on hand for the occasion. The committee in charge are: "Count" Celestino Olozaga, chairman; Cassius M. Wright, Charles Dougherty, A. Drabble, John H. Stevens, E. Allen Smith, Albert E. Allsopp, Ufford C. Jones and W. Halsey Smith.

DAVIS BREAKS RECORD

Ships Over 15,000 Bicycles During January—150,000 for 1917

DAYTON, O., Feb. 9.—In January 15,369 bicycles were built and shipped by the Davis Sewing Machine Co. This breaks all records made for a month's production, the previous record being 13,872 bicycles built and shipped during the month of March, 1910.

The mark of over 15,000 bicycles is believed to be a world's record as well as a local one.

In recognition of this work, Colonel F. T. Huffman, president, has invited all company officials, heads of departments and foremen in the cycle department to a banquet at Hotel Miami the latter part of the week.

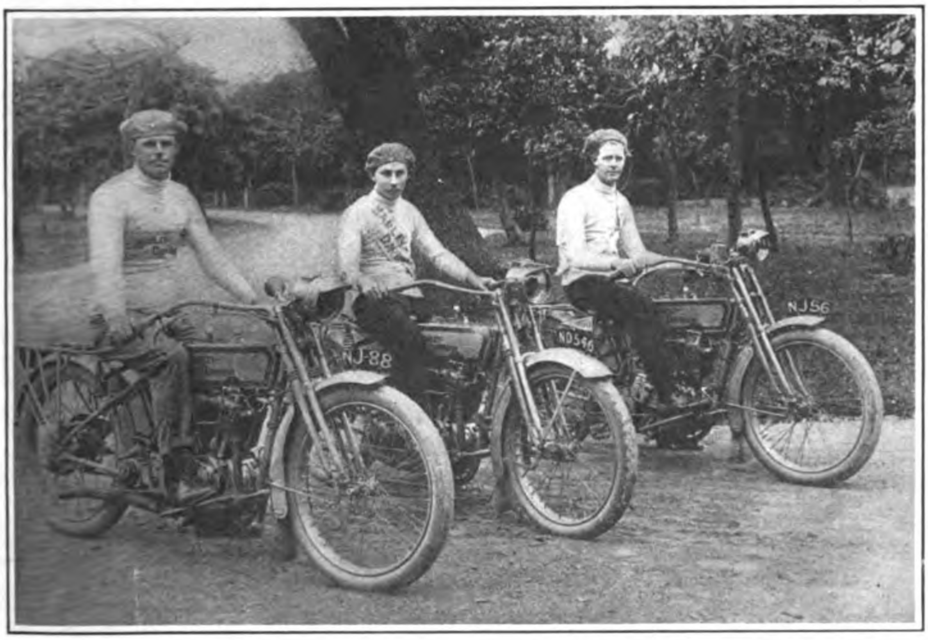
The prospects are very bright for a busy year at the big East End factory, according to officials of the plant. "We expect to ship nearly 150,000 bicycles this year," was the statement made Wednesday by H. M. Huffman, manager of the cycle department.

SMITH MOTOR WHEEL IN ALASKA

MILWAUKEE, Wis.—One of the most interesting notes received of late at the factory of the A. O. Smith Corp. concerns Joe Lucci, of Nome, Alaska, who is using a Smith Motor Wheel instead of a dog team on his sled. "I use my Smith Motor Wheel sometimes when it is 10 below zero," writes Lucci, "and must say that under ordinary conditions of running it has a dog team backed off the map in every way."

These Overflowed From the Motorcycle News Section

TEAM WINNERS IN SOUTH AFRICAN RELIABILITY RUN



F. Sutherland, H. S. D. Bruin and H. Alcock, Who Captured Team Cup on Harley-Davidsons in Maritzburg to Durban 157-Mile Contest

A "ROTARY PISTON" MOTOR

LOS ANGELES.—The Goudy-Hoffer Company is experimenting with a new motor, featured by what is called a "rotary piston," and if present expectations are made good the motor will be heard from in a big way before long. For the present no more details are available.

EXPECT 50 PER CENT INCREASE

MONTREAL, Que.—The Oka Sales Company, of 421 Cadeaux street, Montreal, R-S distributors in Montreal and vicinity, have two 1917 R-S models on the floor for display, and believe they will be able to increase their 1916 sales by fifty per cent.

CONTEST BRINGS OUT THE THINKERS

(Continued from page 28)

solved perfectly—there's enough data given. It comes from William M. Bauchelle, Jr., and makes an interesting study.

We have a single-cylinder motorcycle with bore of 3 inches and stroke of 3½ inches. It is geared 4.25 to 1 and is fitted with 28 inch wheels, standard. After riding for some time on the machine we find that the piston, on its up and down motion, has traveled an aggregate of 21.5 miles.

1. How many miles have we traveled on the road?
2. If the piston travels a distance of ¼ mile in 55 seconds, what is the speed of the motorcycle?

That's far easier than the last one and will give a number of the contestants a chance to tack two points to their score.

Needless to state, perfect scores in this contest are few and far between and are getting scarcer every week.

PROVIDENCE ACTIVITIES

Swenson Tells Gathered Riders of "See Rhode Island First" Plans

PROVIDENCE, R. I., Feb. 5.—A special meeting of the Providence M. C. was held last Saturday night at which the officers for the coming year were nominated. Several candidates are in the field for the various "plums." The election will take place in about two weeks.

B. A. Swenson was present at the meeting and told the riders that something was going to happen this year that would make them all glad they were motorcyclists. He talked about many proposed trips and insisted that every member go out and bring in a new one.

Mr. Swenson said that trips were now being arranged to take in places of historical interest in the State. Among some of these are the highest point in Rhode Island, the soapstone quarry; the American Fish Culture Company in Carolina; the big swamp where the Indians made their last stand against the Puritans; the big pine tree in Chepatchet; Mt. Hope, the landing place of Roger Williams; the United States Fish Hatchery and Aquaria at Wood's Hole, and others. He said trips would also be made to the Boston Zoological gardens, the Mohawk Trail and the proposed reservoir in Kent where water will be 80 feet deep over the main road through which they will travel in a few years.

Carl Swenson, a brother of Mr. Swenson, who has come here to work at the Indian store, is being boomed by the riders as a captain, and in all probability he will be elected to pilot the riders on trips to be taken.

BELL REMODELING HIS STORE

KANSAS CITY, Mo., Jan. 24.—W. Bell, Pope and Cleveland dealer at Kansas City, is still busy on the remodeling of his store and shop at Fifteenth Street and Troost Avenue. Mr. Bell is leaving nothing undone that will better his facilities for handling a big business during the coming season.

ANOTHER FOR PROVIDENCE P. O.

PROVIDENCE, R. I., Jan. 29.—William N. Burnett, manager of the Harley-Davidson agency here, announced that he has added another machine to the special delivery service at the Providence post office. He says seven of the nine cars now in use in this arm of the mail service are Harleys.

HAYUTIN MARRIED

DENVER, Colo., Feb. 4.—Last week occurred the marriage of Miss Flora Solomon and Max Hayutin, general manager of the Western Supplies Company, 1448-52 Larimer street, this city. At present the couple are spending their honeymoon by touring the state.

BOOM IN SIDECARS

Kansas City Dealers Awaken to Call for Passenger Vehicle

KANSAS CITY, Mo., Jan. 24.—The dealers of Kansas City are awakening to the opportunity for the larger and better sales that the sidecar outfits offer for them. In fact, through their efforts and the amount of advertising that has been done, it is found that the interest in the sidecars is increasing tremendously.

Newby Brothers, agents for the Henderson, report that they are meeting with surprising results with the new Henderson four and sidecar.

Al. Crocker, of the Indian Motorcycle Sales Co., is of the belief that more than fifty per cent of his output this year will have the sidecar attachments.

John Murray, of the Western Motorcycle Co., agent for the Harley-Davidson at Kansas City, says, "the new Harley sidecar has excited more attention than any sidecar that I have ever handled, and to my mind this proves beyond a doubt that the greater interest of the public will be in sidecar equipped machines. I have every reason to expect to triple the business during the 1917 season in sidecar outfits over that of like periods during any other year."

E. B. Saufley, of the Saufley Supply Co., agent for the Excelsior, declares that the prospects for sidecar business are double those of past years and that it seems that the new 1917 models will attract more attention than any other model of sidecar combinations yet produced.

MOTOR CYCLES
MOTOR CYCLES
BICYCLES SUPPLIES

AUTO
VULCANIZ
Indian

CRESCENT
TODAY
CRESCENT
GARDENS THEATRE

VARIOUS INDIAN ACTIVITIES

Upper row; left, agency of E. C. Eckert, Ravenna, O., and crowd just before the start of a Sunday run; middle, Charles H. Cone Cycle Shop at Sheboygan, Wis.; right, A. J. Mathieu, of the Windham Cycle Shop, Willimantic, Conn., snapped on the receipt of his demonstrator; bottom row, how J. Ralph McCook took advantage of the recent parade through the streets of his home town, Lewistown, Pa., to advertise the motorcycle; middle, John King & Sons, of Launceton, Tasmania, took ample space to display their motorcycles in the recent fair held in that city; right, J. B. Brady killing two birds with one stone by advertising a moving picture house along with his Indian and sidevan.

WILL SHIFT TO LARGER QUARTERS

NEW YORK.—Driscoll & Jeanroy, Dayton and Excelsior dealers at 209 West 126th street, are planning to move into larger quarters before the season opens up. They need more room to accommodate an expected business increase; last year's business taxed their facilities to the utmost.

CHRISTIAN MOVES HIS SHOP

HOPKINSVILLE, Ky.—Tom Christian has moved his bicycle business from the Hille building on Main street to larger and more commodious quarters in the Dade building on Ninth street.

WEBSTER & JOHNSON OPEN

PORTLAND, Ore.—M. C. Webster and T. J. Johnson have opened a Harley-Davidson sub-branch in this city. Webster will handle the sales department, while Johnson will direct the service end.

UTILITY OUTFITS IN ROCHESTER

Canvass Shows About One Hundred Motorcycles Successfully Employed in Widely Varying Commercial Service

ROCHESTER, N. Y.—Although this city has had some very bad weather of late, motorcyclists have been seen on the streets daily and interest in the power two-wheeler continues high. The Rochester Railway & Light Co. used a fleet of 40 Harley-Davidsons and Thors without interruption during the recent heavy snowstorm, most of them being used day and night.

The Sibley, Lindsay & Curr Co., Rochester's leading department store firm, employs four Harley-Davidsons for their collectors, shade hangers and carpet layers. The Rochester Telephone Co. has four Thor machines for the use of its trouble-shooters and installation men. A Harley-Davidson twin is used by the Brooks Furniture Co. in its collection department, and the Reliable Furniture & Carpet Store uses another machine of the same make.

The Whitemore, Rauber & Vincennes Co., general contractors, make use of a Harley-Davidson single in its inspection department. Four special delivery letter carriers are giving good service on Excelsior and Harley-Davidson machines, and the Wegman Fish & Oyster Co. uses a Harley-Davidson sidevan for delivery purposes. The local branch of the Goodyear Tire & Rubber Co. keeps its tire service up to the mark by employing an Indian truck outfit. The Rochester Motoring Association uses Thor motorcycles in going out with supplies to disabled automobiles.

The Rochester Department of Health employs a twin Indian for its quarantine department, and the Police Department has twelve Harley-Davidsons for the use of traffic cops. The local Humane Society uses a Harley-Davidson single for investigation work, and the Playgrounds Department has a machine of the same make in constant service, while the City Parks Department uses an Excelsior for inspection work.

Even in one of the local banks the motorcycle has found a branch of service, the Genesee Valley Trust Co. using an Excelsior in collection work. The Rochester District Telegraph Co., which operates a private burglar alarm system, keeps a twin Indian for the special officer who answers the calls during the night.

SAYS WE DISCARD TIRES TOO SOON

Head of Goodyear Service Bureau Urges Examination of Casings by Competent Repairmen

MANY riders using tires that have given good mileage, but have developed weak places in the fabric, have wondered whether in the interests of economy they should scrap the old tire or spend good money in an attempt to coax more miles from it.

"Before discarding an old tire," says G. E. Brunner, manager of the service department, Goodyear Tire & Rubber Co., "it is well to show it to a competent repairman.

The repairman will generally be able to determine whether the expenditure involved will result in the additional mileage expected.

"Tire repairmen are not taking the long chances they once did. The dependable vulcanizer today recommends only such work as he believes will effect a saving to the motorist. If a repair is inadvisable he will not recommend it, for every job of that character means a dissatisfied customer.

"There are a number of ways in which tires apparently worn out can be made to render much greater mileage. If the tread of a tire is worn down, but the tire otherwise is in fair condition, several thousand miles of service may be secured by having it retreaded. Oftentimes an inside tire protector cemented on the inside of the casing will restore or partially restore its original strength.

WINDY CITY NEWS

Crist Takes Rogers Distribution for Cook County—Other Items

CHICAGO, Ill.—R. C. Crist, distributor for Excelsior and Henderson motorcycles, has taken the exclusive distribution of the Rogers sidecar for these two makes of machines for the whole of Cook county, Illinois. Crist has already had three carloads of the Rogers models, and in preparation for the biggest season he ever had, has enlarged his parts and repair departments, double decking the rear of the store and providing a total of 3,000 parts bins.

The Edwards-Crist Mfg. Co., handling the distribution of the Indian, has inaugurated a new time schedule affecting all branches. The stores open at 8 A. M. and stay open until 7 P. M. weekdays; Saturday 9 P. M. is the closing hour.

WOOD SELLS FRANCE

New York Harley-Davidson Distributor Lands Big Parts Order

NEW YORK, Jan. 29.—The Harley-Davidson Motor Sales Co. has just sold the French Government through J. P. Morgan & Co., a bill of $2,380 worth of parts for use on Harley-Davidson machines now in service on the European battlefields.

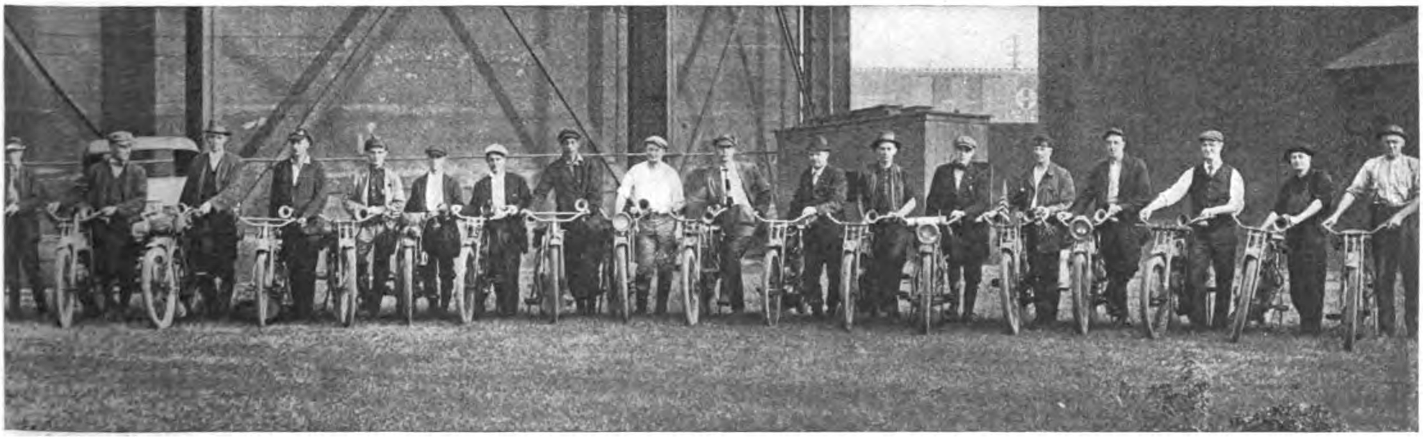
Wood has again extended his business, having opened a new branch in White Plains; this makes the third store which Wood has under his management. The White Plains establishment is situated at 7 Spring street.

PUBLICITY WITH A PUNCH

Item in Motor Cycle Illustrated Brings Quick Action to Dealers

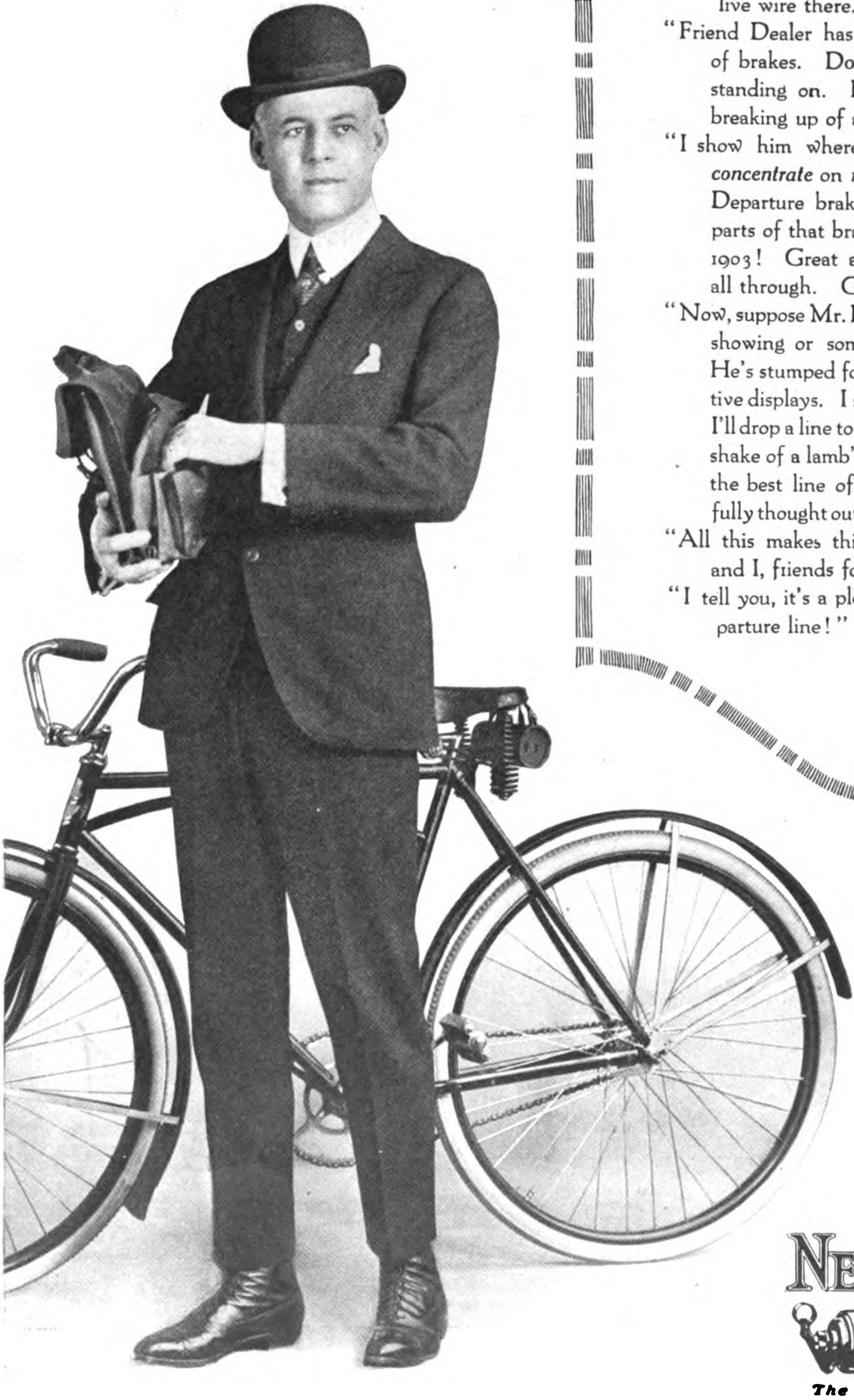
ROCHESTER, N. Y., Jan. 29.—That items appearing in **Motor Cycle Illustrated** deliver a genuine publicity punch is demonstrated once more by the experience of Towner Bros., local Dayton agents. An item published in **Motor Cycle Illustrated** stated that the Towner firm had purchased a big stock of parts for "orphan" motorcycles, and a few days later a letter was received from Lake Creek, Tex., inquiring for a certain part. Another letter was received from a Chicago firm.

SEVENTEEN OF THE MEN WHO KEEP THE CLEVELAND GAS WORKS GOING



This Picture Shows Just a Few of the Motorcycle Mounted Trouble Shooters in the Employ of the East Ohio Gas Co., Who Do Inspection, Collection, Turn-on and Turn-off Work, Day and Night, Summer and Winter

I am the Jobber's Salesman—



"How do I make good?

"Listen, and you'll hear something!

"Suppose I blow into Keokuk and look up the live wire there.

"Friend Dealer has 3 lines of bikes and 5 kinds of brakes. Doesn't know which end he's standing on. His back room looks like the breaking up of a hard winter!

"I show him where he's losing out, get him to *concentrate* on *my* line of bicycles, and New Departure brakes, of course. You see, the parts of that brake interchange as far back as 1903! Great advantage, one stock of parts all through. Great idea—sold!

"Now, suppose Mr. Dealer wants to make a special showing or some Spring advertising, say—He's stumped for some good ideas and attractive displays. I say, 'I'll fix you up, old man—I'll drop a line to the New Departure and in the shake of a lamb's tail they'll come across with the best line of Helps you ever saw, all carefully thought out and—stuff that really helps.'

"All this makes things fine all 'round. Dealer and I, friends for life.

"I tell you, it's a pleasure to boost the New Departure line!"

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

Questions and Answers

Ever get stuck with trouble you cannot locate? Want to buy something and don't know where? Looking for some advice? Just drop a line to the "Tech Editor."

COLD WEATHER STARTING

IN extreme cold weather I find it next to impossible to start my motor, owing probably to the low grade of gasoline now being sold. I have thought of using ether, but some of my friends say it is bad for the pistons, while others state that it will have a beneficial effect, cleaning off carbon deposit. C. L. F.

Bloomfield, N. J.

Most ether contains some sulphuric acid, which attacks all metallic surfaces, so we cannot advise your using it. It also contains alcohol, depending upon the way it has been made up, and this will assist in reducing the accumulation of carbon. To assist starting, wrap a cloth soaked in boiling water around the float chamber to hasten the vaporizing of the fuel. See that there are no air leaks in the piping between the carbureter and the inlet valves. Priming each cylinder will help, also.

A. B. C. GENERATOR

I AM interested in the A. B. C. Generator and would like to know where it is manufactured, its cost and whether it is practical. CARL O. SKOOG.

Holdrege, Neb.

The A. B. C. Generator is made by the A. B. C. Generator Company, of Los Angeles, Cal. It is described elsewhere in this issue in its battery-charging form, but is made for direct-lighting (without using a storage battery). The apparatus is thoroughly practical and reliable. The model B-4 generator for the Indian costs $21, according to the firm's catalog; as to other equipment for this make of machine, consult the A. B. C. people.

GIBSON MON-AUTO

PLEASE give me the name and address of the maker of the following machine: It has two small wheels with a motor driving one of them and has a saddle. It is stated that the machine can be easily carried if necessary.

DRUMMOND REPAIR CO.

Parkersburg, W. Va.

Your description refers to the Gibson Mon-Auto, produced by the Gibson Mon-Auto Company, of 30 Church street, New York.

LIGHTWEIGHT QUERIES

I WOULD like some information regarding the lightweight motorcycle. I have been thinking of a two-stroke machine of this type and would like to know if I will get satisfaction with one in my country. The roads are good, but hilly. I would like to know if two-stroke motors back-fire and if the lubricating oil is apt to cause trouble in the carbureter.

J. D. REYNOLDS.

Divine Corners, N. Y.

You will certainly get satisfaction with the lightweight in your section of the country, unless you are looking for extreme speed. This you must not expect, as you cannot look for the same speed from a 2½ h.p. motor as from a 5 or 7 twin.

Two-stroke motors do not back-fire any more than four-strokes, with a proper mixture. The lubricating oil in no way interferes with the action of the carbureter.

VERY HIGH GEAR

MY machine is fitted with a 17-tooth motor sprocket, 38 tooth on clutch, 21 tooth on countershaft, and 36 tooth on rear wheel. This gives 4:1 on high, 6:1 on intermediate and 10:1 on low gear. I desire to fit a sprocket on the rear wheel to get the following ratios: 2:1 on high, 4:1 on intermediate and 8:1 on low; how many teeth should it have?

WALTER MOON.

Trenton, N. J.

At present your gear ratio on high is 3.8:1 and not 4:1. To get a 2:1 ratio, you will have to use a 19-tooth sprocket on the rear wheel.

You will not get a 4:1 on intermediate, but a 3:1, and also a 7½:1 on low, with this 19-tooth rear sprocket. We think that these ratios are very high, except for level track racing, and advise your not using them on the road, as you will not be satisfied with the performance of the motor. The 3½:1-gear is decidedly high for road work at speed, and you will have this for an intermediate. We doubt if you could fit a 19-tooth sprocket on the rear wheel with a stock hub.

CELL NEEDS EXAMINATION

MY Edison storage battery forms a white precipitate on top, even when standing. I keep the solution at the proper level and the caps tight, but the precipitate still continues.

I would like to have a formula for a protective coating for nickel-plated parts on my machine. Also, which is the more desirable system for electric lighting, one-wire or two-wire? READER.

Havana, Cuba.

You had better take your battery to a battery man skilled in handling Edison cells, for the white precipitate should not form at the top. It may be necessary to renew the plates, in fact. The precipitate is probably due to the presence of some salt coming from the water used in making up the electrolyte. Only pure distilled water is to be used.

For the protective coating, thin stove enamel with gasoline until it is liquid and apply with a brush. The gasoline will dry out in course of time and the enamel will remain. The machine should not be used until the enamel is dry.

Our choice is the one-wire system, as it is simpler and equally as effective as the other. However, both systems work well under service conditions.

TO INCREASE SPEED

DESIRING to get more speed out of my 1916 twin, I would like to know if it would be advisable to put on a larger engine sprocket or to fit a smaller sprocket on the rear wheel. Also if racing cams would give more speed, and their effect on the motor. CHARLES F. WHEELER.

Haverhill, Mass.

The larger engine shaft sprocket will increase the speed of the machine if the engine is capable of greater speed than at present, and it will also be much easier to fit than would a smaller one on the rear wheel. Racing cams, generally speaking, will increase the speed of an engine, but at the expense of slow running.

MASTER INTENSIFIER

I WOULD like to get the name and the address of the maker of the following device: A small cylindrical attachment which fits between the end of the spark plug and the high tension magneto terminal and which is stated to increase the heat of the spark.

T. S. MCDERMOTT.

Louisville, Ky.

The device you refer to is the Master Spark Intensifier, made by the Master Spark Intensifier Co., 1469 Michigan avenue, Chicago, Ill.

NO LONGER MADE

PLEASE give me the address of the maker of the Brush runabout, as I wish to get some spare parts for the same.

Burchenal, Ia. M. C. SEVERSON.

The Brush runabout has not been manufactured since 1912, and the company is no longer in business. We are unable to give you the address of any firm handling parts for this machine, but suggest that you communicate with the *Horseless Age*, 95 Madison avenue, New York.

FOR ORPHAN PARTS

PLEASE give me the name of a firm which has small parts for motorcycles of obsolete type.

Albany, N. Y. A. B. CADY.

The Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill., is one firm which has parts for "orphan" motorcycles. A. M. C., American and Armac parts are to be had from the American Motor Cycle Co., 2043 West Chicago avenue, Chicago, Ill.

MOTORCYCLE FOR CONTRACTOR

PROVIDENCE, R. I., Jan. 29.—The Harley-Davidson Sales Company have sold to Frank Christy, a contractor, a new 1917 machine with sidecar, for business use. Mr. Christy weights 250 pounds and it is not uncommon for him to place 500 pounds of cement in the sidecar to take to his jobs. Mr. Christy uses the machine to make quick runs to work he is doing in different parts of the State and says it cannot be beaten for hurry-up work.

HENDERSON FOR AUTO SERVICE

PROVIDENCE, R. I., Jan. 29.—Charles B. Downes, night foreman of the Trinity Square automobile garage in this city, has bought a Henderson which he intends to use for getting to disabled machines on the road during the night, when owners have met with trouble.

SELLING FOR SPRING DELIVERY

COLUMBUS, O.—With snow still on the ground, and a month or more of rough weather to be expected before the first spring zephyrs blow, the motorcycle business is pretty active in this territory. Prospects are more numerous than in previous years, say the dealers. A lot of business is being placed for March and early April deliveries.

SELLS BUSINESS TO BUY MOUNT

PROVIDENCE, R. I., Feb. 5.—Walter Jencks, who invented the Jencks pigeon feeder, has sold out his interest in the company he formed several years ago to buy a motorcycle. It is not meant that Mr. Jencks had to sell to get money to buy, because he has plenty of it, but that he wants to quite business to get a little pleasure out of life. He is going to take it by the motorcycle route. He visited Mr. Swenson's store last week with Mrs. Jencks and they bought a machine before they left.

ALBRIGHT TAKES "EX"

CHARLEROI, Pa.—C. W. Albright has signed up to represent the Excelsior in this section for 1917. The contract was obtained by Irving W. Barnard, eastern factory representative.

QUITS BOATING FOR MOTORCYCLING

PROVIDENCE, R. I., Feb. 5.—"I am sick of my motorboat and I want a motorcycle." This is the way a local man, who is a cripple, talked to B. A. Swenson over the telephone Saturday. Mr. Swenson declined to give out the man's name because the deal is not yet closed. There is no question about it however, as the garage is practically completed. The would-be buyer is awaiting warmer weather that he may visit the store of Mr. Swenson.

MOTOR WHEELING BELOW ZERO

MILWAUKEE, Wis., Feb. 5.—Twenty-two below zero—whew! SOME COLD! Makes you think of what you did with your last summer's wages and want to sit around the old pot stove. That is the degree of cold that hits Casper, Wyo., but according to William Tolhurst, Smith Motor Wheel agent in that town, in a letter to the A. O. Smith Corp., the Smith Motor Wheel is being used daily by its owners.

AMES SPEAKS FOR LIGHTWEIGHT

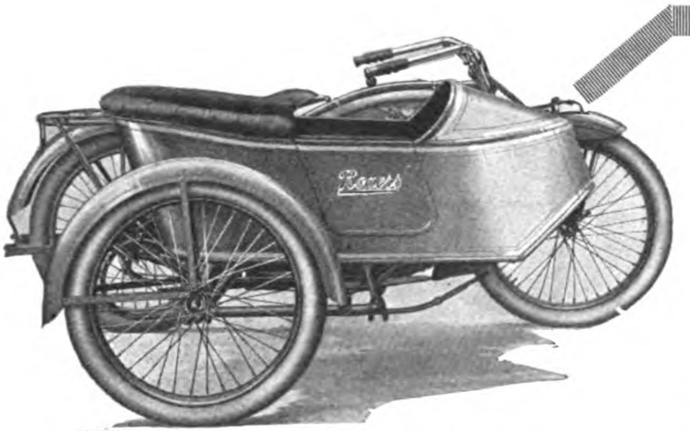
KANSAS CITY, Mo., Jan. 24.—Fred Ames, the Emblem dealer at Kansas City, reports that the business has been showing a much greater amount of activity during the past week than could have been expected. "The interest in the Emblem lightweight machines has increased wonderfully during the past year and it would not at all surprise me to find that these machines will outsell the larger ones, not only in my line but in all others, during the coming season," Mr. Ames says.

ELEVEN 1917 MODELS SOLD

KNOXVILLE, Tenn.—The Superior Motor Sales Co., of 403 Walnut street, has taken the Harley-Davidson agency for this city, and already 11 of the 1917 models are on the streets. Karl Armstrong is manager for the company, and Frank Roehl, Jr., is in charge of the repair department. The firm will carry a full line of parts and is putting in complete shop equipment.

MAKING SALES DESPITE SNOW

DENVER, Col.—Although the West is in the grip of winter and motorcycling is practically out of the question, still the Western Supplies Company, R-S distributor in Denver and surrounding territory, is losing no time in soliciting orders. The factory recently received a wire for three electrically-equipped machines. This is the third shipment made by the firm within the past thirty days, while a large order remains on file for delivery within the next sixty days.



Model M. Price $80.00
f. o. b. Factory

The Key to Happiness
Is in the possession of a
Rogers Sidecar
Model M

No matter what make of Motorcycle you may ride in 1917, there is a Rogers, model M, tailor made to fit it perfectly.

Whether your preference or the road requirements call for 44 or 56 inch track, or any dimension between those points, it is instantly at your disposal by means of the Rogers extension axle.

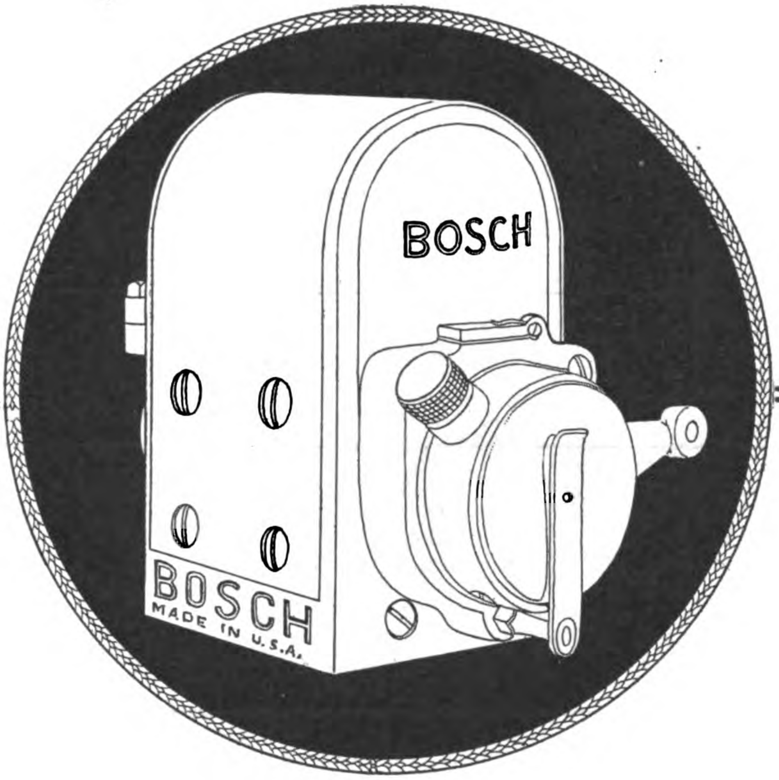
The real side by side position, attained only in the Rogers model M, insures the utmost degree of enjoyment and comfort.

There are many other features, found in the Rogers only.

Our circular or the dealer will give you full particulars.

Investigate now, and have your outfit complete and ready when the call of Spring takes you to the roads.

ROGERS MANUFACTURING CO., 337 West Madison St., Chicago
Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.



Yes, Say "No"

"A Magneto" and "the Bosch Magneto" are very different as means of producing that very vital requirement, Ignition.

All Bosch Products are made to uphold the remarkable Bosch Reputation. The best workmen are employed, the best materials obtainable are used and worked on specially designed machinery; all this and the protection of the many exclusive Bosch patents make Bosch Magneto Ignition unequaled and especially desirable. The ignition of the motorcycle is vital to your success as well as to the motorcycle's—don't take a chance when it comes to ignition, insist on a Bosch Magneto—it is a sure winner.

BE SATISFIED **SPECIFY BOSCH**

Bosch Magneto Company, 206 West 46th Street, New York

CHICAGO **DETROIT** **SAN FRANCISCO**

Service Stations in Every State

FERGUSON THE VETERAN

Betts Calls Attention to the Part He Played in Motorcycle Development

Editor, **Motor Cycle Illustrated:**

THE short item in your last issue recording the death in Washington of Ernest Lincoln Ferguson will, I am sure, bring a pang to not a few of those who know the parts he played when the motorcycle was a puny infant gasping for breath. For, though the term is much abused, "Fergy," as he was known to most of us, was a genuine veteran of the motorcycle industry.

He came into it in 1899 or 1900 when the E. R. Thomas Motor Co., of Buffalo, launched the Thomas Auto-Bi, where Mr. Ferguson performed at least some of the duties of sales manager; but his knowledge of gas engines was such that he also had to do with the mechanical development of the Auto-Bi itself.

Mr. Ferguson came to New York and joined the staff of the *Bicycling World*, not in 1891-92, but in 1902-03, when that publication was so vigorously engaged in keeping alive the motorcycle's tiny spark of life.

In that capacity, he undoubtedly wrote the first intelligent and practical and helpful mechanical matter—and he wrote a lot of it, too.

He also played active parts in bringing into being the Federation of American Motorcyclists, which had its inception in the *Bi-World* office. He was one of the six men who signed the call for organization and was elected its first secretary. Unless my memory is at fault he was No. 2 on the roll. He also played large parts in organizing and conducting the first endurance contests, his knowledge of motors and capacity for details making him almost invaluable.

Withal, he was a hard, conscientious worker and well liked by all who knew him. Though little known to the present generation of motorcyclists, he played such parts in making easier their way that I am thus seeking to make a place for him in their memories just as he occupies a niche in the agreeable and grateful recollections of the old-timers. For Ferguson assisted motorcycle progress and was very much of a man.

New York, Feb. 1.

R. G. BETTS,
F. A. M. No. 1.

PROVIDENCE "VET" PASSES

Marcus Burdick, Who Opened Hobby Horse Rink in '60s, Is Dead

PROVIDENCE, R. I., Feb. 5.—Marcus Morton Burdick is dead. Mr. Burdick, associated with another Providence man, introduced the bicycle as a pleasure vehicle to the people of this city as early as the 60's. They opened a riding rink on the second floor of a Pine street building.

The bicycles were built almost entirely of wood, the riders sitting on little saddles covered with carpeted stuff, and propelling the machine by pushing pedals fastened to the front axle and supplied with big wooden, spool-shaped footrests. The machine was steered by a wooden crossbar attached to the head of the front fork. No great degree of speed could, of course, be obtained, but the riders found keen pleasure in circling the rink, paying 25 cents per hour for their fun.

The popularity of the rink was such that evenings and Saturday there were waiting lines, and the riders were held to their exact time, for which they hired the wheels. Another rink was then opened. Here a much better wheel was used, wooden to be sure, and still using the crank and pedal attached to the front wheel. They were brightly painted in various colors and had more comfortable saddles.

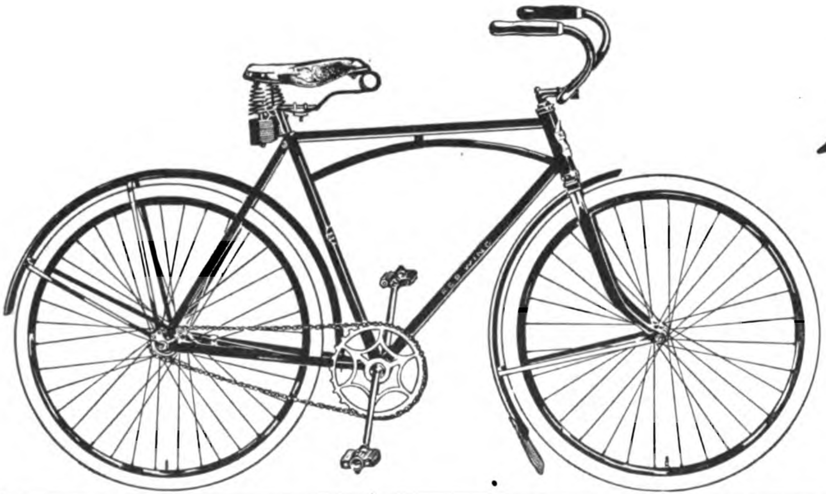
The popularity of this rink was such that 50 cents an hour was readily paid for the privilege of riding, and often the patronage was so great that the floor was covered to the limit of convenience and safety, while many stood waiting for a chance to hire.

FOR MEAT MARKET DELIVERIES

PRAIRIE DU CHINE, Wis.—Kuckenbecker & Ivers' meat market has just received a Harley-Davidson motorcycle for delivery purposes. The firm uses a motor truck, but found that the motorcycle outfit was needed also.

BERCKHEMER SELLS TWO

NEW YORK. — Oliver Berckhemer, Bronx agent for the Indian and Cygnet Rear Car has sold two combination delivery machines. One was taken by a butcher and the other by a laundry.



RED WING

Bicycles

They Literally Fly

When you see "Red Wing" on the name-plate of a bicycle you can rest assured that there is a bicycle that literally flies over the roads. One that is designed to cover the most ground with the least effort. A "bird" of a wheel in every respect—quality, strength, style and finish.

And the fact that they are reasonably priced makes RED WINGS fairly "fly" when it comes to selling them.

J. W. GRADY & CO., Worcester, Mass.

We'll Teach Them At Our Expense

There is no question about the economic results obtained by the consistent use of commercial motorcycles. There is no question about the

Thor

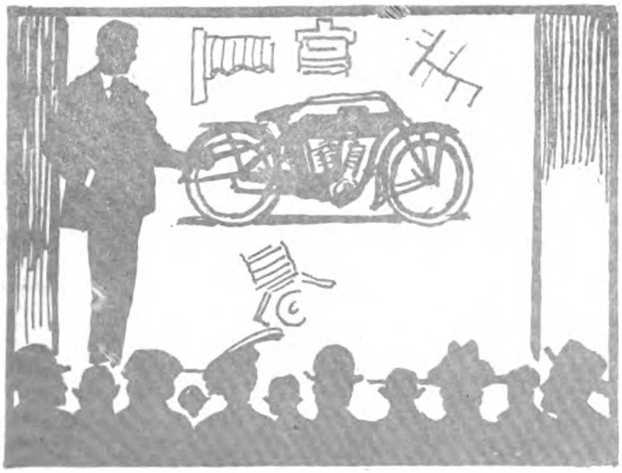
MOTORCYCLE

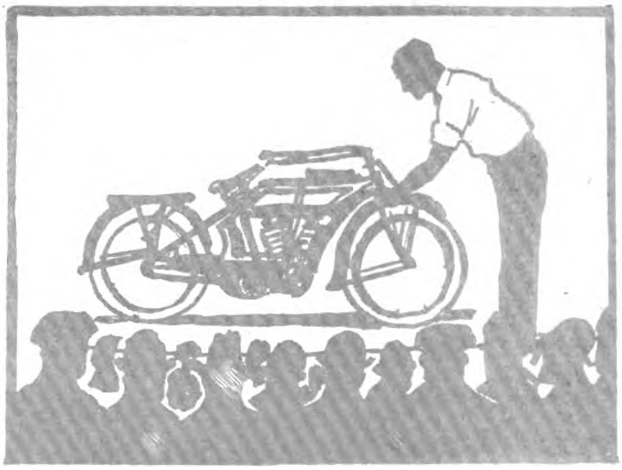
being capable of producing those economic results. The whole question resolves itself into one of educating public utilities, manufacturers, municipalities, delivery concerns, chain-store corporations, etc., up to the adoption of motorcycles in their every-day work.

The THOR manufacturers have laid well-formulated plans for doing this in 1917. They will solicit commercial motorcycle business in the territories covered by THOR dealers—they will line up big business for the dealers and then let the dealers close the contracts and take the profits. If the companies want to make part-time payments on the machines the THOR manufacturers will finance the business for you.

And in order that not a single stone be left unturned to make sales we will conduct a school for the instruction of commercial motorcycle drivers.

All this is part of our 1917 sales policy. The whole money-making plan is outlined in a new booklet. It will be sent you on request.





AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco

ROAD CONDITIONS IN NEW YORK STATE

Seventh Highway District Embracing Six Counties Has 665 Miles of Improved Highways on Which $354,500 Was Spent in 1916

ROCHESTER, N. Y., Feb. 13.—In the seventh highway district of New York, which embraces Monroe, Ontario, Genesee, Livingston, Orleans and Wyoming counties, there are 665.64 miles of improved highways.

According to a set of figures just compiled under the direction of Herbert G. Hotchkiss, Jr., superintendent of repairs in the local office of the State Highway Department, $354,500 in round figures was spent in repair and maintenance work in this district last year.

According to the report there are 275.63 miles of improved highways in Monroe county.

Genesee county has 44.42 miles of improved state and county roads, upon which $4,535.32 was spent last season.

Orleans county has 78.86 miles, which were improved and maintained at a cost of $11,491.56. Expenditures in Ontario county amounted to $69,190.66 for its 128.72 miles of improved roads. There are 41.56 miles of improved roads in Wyoming county, and the summary of expenditures, according to the report, shows that 12,659.57 was spent on their maintenance. Livingston county, which has 98.43 miles of improved roads, had the sum of $52,197.62 expended on them, giving a grand total of $354,500.

IT WAS HAYES, NOT GLAYES

A RECENT announcement in **Motor Cycle Illustrated** concerning Excelsior agents who had signed up for 1917 in New York State, included the name "D. R. Glayes," a party who does not exist except in the imagination of the proofreader who handled the item. The name should have been Robert C. Hayes. Mr. Hayes handles the Excelsior in Plattsburgh, N. Y., and naturally objects to having the fictitious "Mr. Glayes" mixed up in the situation.

TOWNER BROS. CONTEMPLATE MOVE

ROCHESTER, N. Y.—Towner Bros., of 940 Jay street, local distributors of the Dayton line, have announced their intention of moving into larger and more convenient quarters at the corner of Lyell and Saratoga avenues. Although this is nearly two miles from their present location, the firm believes that on account of the increased facilities and the much better location of the new store, they will be able to do a much larger business.

HALLADAY TAKES CYGNET

PROVIDENCE, R. I., Feb. 13.—W. F. Halliday, manager of the Providence branch of the General Motorcycle Sales Co., has taken the agency for the Cygnet rear car for the Henderson make of machine. "Hal" is turning his store topsy-turvy this week getting it ready for Spring.

MINER PUSHING USED MACHINES

THE George L. Miner Co., local Indian and Smith Motor Wheel distributors, are advertising that they have a large stock of good second-hand machines taken in trade. The machines taken in by Miner are all given a general overhauling and put in first-class shape before being sold. As an inducement to buy early the firm will hold a machine until Spring for a small payment down.

PORTER MAKES BRISK START

TORONTO, Ont.—Although seriously handicapped by the high duty and slow transportation, W. J. Porter, of Toronto, sold 28 R-S machines during the season of 1916. He has already received twelve 1917 models. Porter has recently taken over a large storeroom adjacent to his former place of business.

BREGENT PLANS BIG RUN

MONTREAL, Que.—A. E. Bregent, of Montreal, Canadian distributor of the Smith Motor Wheel, Pope bicycles and other lines, has arranged to hold his first big bicycle run of the season on Sunday, May 6. It will be a twenty-five mile jaunt. Bregent's last bicycle run brought out about four hundred cyclists.

DUMLER BECOMES A BIRD MAN

PROVIDENCE, R. I., Feb. 13.—C. A. Dumler, a motorcyclist, all-round athlete and member of the Providence Motorcycle Club, has gone down to Pensacola to learn aviation in the U. S. Aviation Corps.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.
To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes

AS an efficient and ever trustworthy safety factor, the MORROW deserves to be ranked among the country's greatest inventions.

The name MORROW, when linked with a bicycle, is a permanent assurance, a guarantee—of riding safety, of riding ease, of riding LUXURY.

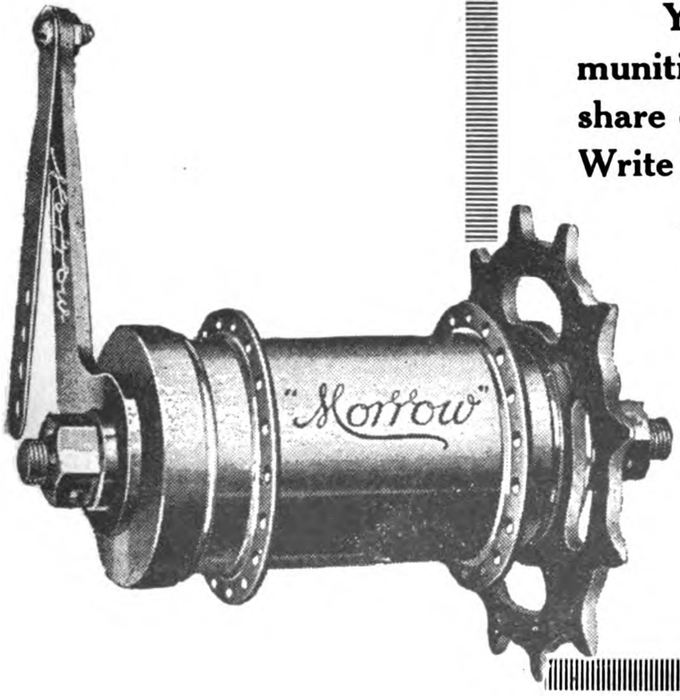
The dealer who wants his full share of the million bicycle business will find in the

Morrow

an able helper.

Dealers, we have a lot of ways of helping you sell bicycles. Price tags, pennants, folders, sales-letters, all with the quality punch that characterizes MORROW.

YOU MUST use this hefty sales-ammunition if you want to get the lion's share of the bicycle business in your city. Write us to-day, on your letterhead, for this literature. NOW is the time to make your final arrangements for a clean-up on next season's trade. Write us at once.



Eclipse Machine Co.
Elmira, N. Y.

UTILITY MOUNTS LEAD IN AUSTRALIA

Analysis of 50 Indian Sales Shows 60 Per Cent Used for Business, 36 for Business and Pleasure

THE metamorphosis of the motorcycle from a pleasure to a commercial vehicle is apparently becoming far more pronounced in some of the foreign countries than in the States. Illustrative of this fact is a letter from the Rhodes Cycle Company, Melbourne, Australia, recently printed in a publication of the Victoria Automobile Club.

The letter is as follows:

"It will be interesting to you to know the result of our investigations regarding the uses to which our last fifty Indian Motorcycles are being placed.

"The replies to hand from our last fifty purchasers show that 4 per cent. are using their machines for pleasure only, 36 per cent. for a combination of business and pleasure, and 60 per cent. for business only. Even in many of these cases where the owners have stated 'business and pleasure,' we find that the machines have primarily been bought for business purposes.

"Investigation will prove beyond doubt that the motor cycle business in Australia has resolved itself into one dealing in a purely utility vehicle, with the pleasure side merely a side issue."

SCHROEDER VISITS SMITH PLANT

MILWAUKEE, Wis.—Captain Schroeder, of Nickerson & Schroeder, Smith Motor Wheel distributors in Brooklyn, N. Y., paid a visit to the Smith factory a few days ago. "We have closed a dozen contracts with sub-agents on Long Island during the past two weeks," said Captain Schroeder, "and our business in Smith Motor Wheels, as well as our other lines, is on the jump."

CLEVELANDS ARRIVE IN DENVER

DENVER, Colo.—A carload of Cleveland motorcycles arrived in this city last week and part of them are on display at the Boyd & Williams store. A good Cleveland year is expected in Denver.

DENVER FIRESTONE AGENT MOVES

DENVER, Colo.—The Denver Rubber Tire Works Company, wholesale and retail Frestone tire distributors in the Rocky Mountain district, has moved from 1569 Broadway, this city, to 1554-56 Broadway. The new location is more than twice as large as the old one and it affords facilities for the expansion of business made necessary by the rapid increase in the company's business during the past year. A tire stock fully three times as large as ever before carried by the concern can be accommodated at the new quarters.

COLORADO BILL DELAYED

DENVER, Colo., Feb. 10.—The difficulties in the way of getting action this late in the session of Congress on the bill reserving a two-mile strip from Soda pass to the summit of Mount Evans in this state, and appropriating $200,000 for the proposed highway will prevent its consideration, telegrams received last week by John S. Fowler, chairman of the mountain parks advisory board, from Colorado representatives at Washington stated. The members of the board will not press the bill at this time.

DENVER TRAFFIC REGULATION

DENVER, Colo., Feb. 10.—After a month of operation the results have proved, according to the manager of safety, that the new traffic ordinance has not only effected the desired improvements in facilitating traffic, but that it is a better ordinance than that which has been worked out in many other cities. Some of these cities are planning to copy sections of the Denver law, it is said.

NEW EXCELSIOR ARRIVES

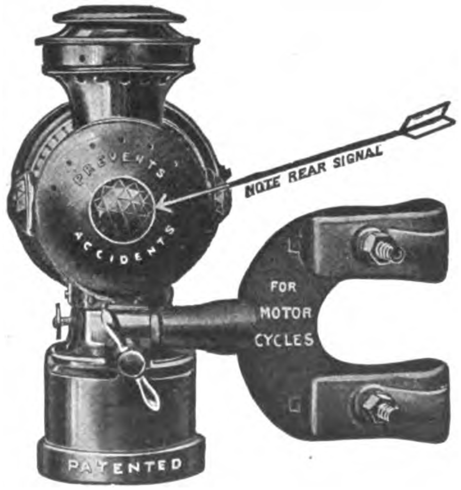
BAKERSFIELD, Cal.—Bert Gilmore, local Excelsior distributor, has one of the series eighteen Excelsiors on display at his headquarters, 2021 Chester avenue.

CYGNET REACHES VANCOUVER

VANCOUVER, B. C.—W. E. Woodley, manager of the Excelsior Cycle Company, Vancouver, B. C., has installed a gasoline and oil department in his business, the new equipment including an up-to-date model of gasoline storage tank and pump. The company has taken on the Cygnet rear car in addition to Excelsior motorcycles and bicycles.

The Neverout
REG. U.S. PAT. OFF.

MOTORCYCLE OIL LAMP
(Patented)



Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

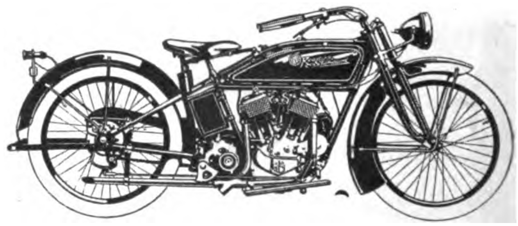
Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS
Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.



HAVE you written for the 1917 R-S Literature? You should have this information; you should study it carefully before deciding upon your 1917 agency. In the new

R-S

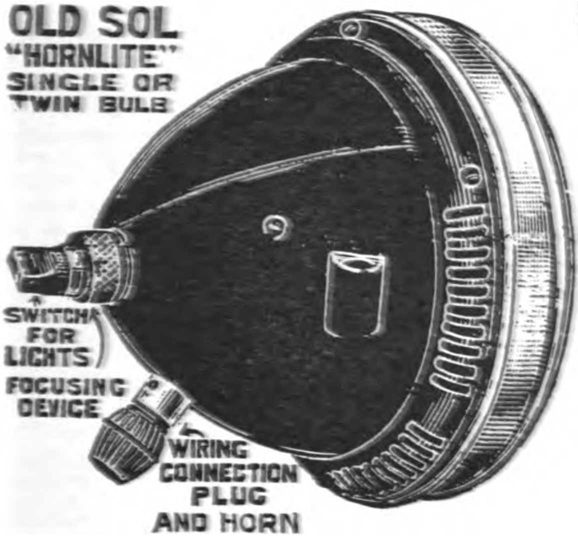
you find every mechanical feature that the rider wants or needs. In addition, the R-S has the commanding beauty that makes prospects stop to investigate.

Please write Today!

Reading Standard Company
501 Water Street, Reading, Pa.

Almost Unanimous

Six "big-timers"—Indian, Henderson, Dayton, Thor, Reading-Standard, Pope —will use the most advanced, the best looking, and the most effective warning and lighting system on the market—



Old Sol "Hornlite"

They do this because they have found that the HORNLITE gives the utmost in lighting power, with its two-bulb headlight, its specially built, highly silvered reflector, its focusing device, its 21 candlepower special Nitrogen Bulb, and, finally, its deep, far-reaching, harsh-toned horn, concealed in the lamp, the body of which forms the "bell" or sound-box for the warning signal. Consider the compact, efficient trim appearance of this combination outfit—then write us for prices.

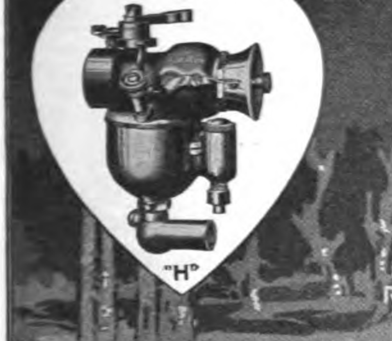
Remember—six of the world's greatest motorcycle manufacturers are using HORNLITE *exclusively* in 1917.

Hawthorne Manufacturing Co.
BRIDGEPORT CONN.

The SCHEBLER CARBURETOR

America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE



WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

The Indian Sign

Indian

Is the sign of a

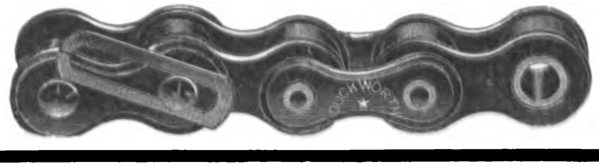
DUCKWORTH

So are the signs of the Excelsior, the Henderson, the Pope, the Harley-Davidson, the Reading-Standard and the Dayton, signs of Duckworth Chains.

For all these leading machines will be Duckworth equipped in 1917.

In 1918 there will probably be more makes of motorcycles standardizing on Duckworth Chains of quality. But why wait till 1918? Try a Duckworth on YOUR machine now.

Duckworth Chain & Mfg. Co.
Springfield, Mass.



EXPERIMENTS WITH KEROSENE

(Continued from page 11)

but not so very much more than I should a very unfortunate condition arose, which, in part, seriously interfered with my experimentation. The carbureter developed a persistent and aggravating leak, which I was utterly unable to cure. The level was low, rather than too high, and the carb dripped only when the engine was running—did not flood with the engine stopped. It is impossible, of course, to know exactly how much fuel dripped away, but certainly enough to affect my mileage figures quite decidedly. At any rate, several thorough tests gave an average of 43 miles per gallon for the 40 per cent. mixture, though this mileage included a large amount of stiff hill climbing in low gear. I feel positive that the fuel gave as good results as the 28 per cent. mixture, for by the way the carb dripped at times, it seems as though the equivalent of four miles to the gallon must have been wasted. But to be absolutely safe, let us suppose that the mileage was only 45 per gallon. Figured down the fuel cost would then be almost exactly two-fifths of a cent per mile, a remarkably good figure for sidecar work. Incidentally, it is interesting to note that the carb practically ceased to drip as soon as I went back from the kerosene mixture to pure gasoline. Will some regular "motor expert" kindly explain? Incidentally, also, my mileage dropped promptly to the former figure of 40 or less to the gallon.

All things considered, the 40 per cent. mixture was not wholly satisfactory. It was too much of a job—took too much time—to get started, and it was too easy to stall the motor when not hot. Even with the engine hot, it was occasionally necessary to prime through the intake with the gas gun from the tank. As far as carbureter adjustment is concerned, little change seemed to be required. I found that in starting up there was less chance of the motor's choking when given the throttle if the air shutter was left closed. This was true for all mixtures of kerosene up to the 40 per cent., beyond which I did not go. With the engine running strongly, the shutter could be put at about the same position as when using gasoline.

Noted Decrease in Power

Altogether I covered 500 to 600 miles on various kerosene mixtures, after which a notable falling off in power began to appear, with a tendency to overheat and to knock on hills. Nevertheless, the machine with loaded sidecar would still pull up what I call my private test hill. Remember that the motor is so old that carbon forms rapidly, even when pure (?) gasoline is used as fuel. Accordingly I made an end of test runs, and pulled off the cylinder heads.

There was carbon all right, plenty to cause the motor to overheat and to pound, ordinarily expect. But two distinctive kinds of deposit were in evidence—the familiar hard flaky carbon resulting from an excess of cylinder oil, and in addition a fine-grained deposit, much harder to remove, though less in quantity, that obviously came from the kerosene part of the fuel. I should imagine that 1,500 or 2,000 miles of running, in case of a motor that did not rapidly form carbon from oil, would leave said motor in shocking shape. This disadvantage, taken with the starting trouble, indicates that the saving is hardly enough to justify the bother; that is, with the 40 per cent. fuel. It would not be true if a smaller percentage—say 25 per cent.—were used. That would be a mixture of one quart of kerosene to three quarts of gasoline. A mixture of this sort would give practically no starting trouble save in very cold weather, and should cut down fuel expense by nearly one-third. Furthermore, an engine ought to be good for fully a thousand miles before requiring carbon removal; and there is probably not a motorcycle power plant made that will not do better work if its cylinder heads are scraped about that often.

In conclusion I might warn against use of a kerosene mixture during the winter; motorcycle engines are hard enough to start then, anyway, and the kerosene would only increase the trouble. The hotter the weather, the better the fuel will vaporize, and therefore the better results one could secure. I am so well satisfied with the experiments made that I shall probably do much of my traveling next season on a 25 per cent. mixture.

Predominant

We have led in the sale of tandems by a big margin for five years. Orders to date, for 1917, are double any previous year's total. There's a reason.

Price, $11.50 Each.

FENTRESS - NEWTON MFG. CO.
Detroit, Michigan

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

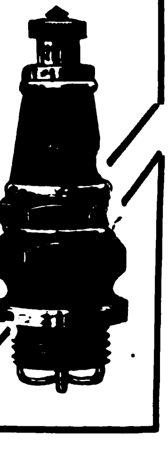
Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

STEVENS
MOTORCYCLE
TAP AND DIE SET No 10
FOR THREADING ALL STANDARD MOTORCYCLE BOLTS AND NUTS
STEVENS
NEW YORK

A Good Threading Set

This set is complete—it will duplicate the threads on every motorcycle on the market. There are 13 large adjustable dies, 15 machine taps, 2 stocks, 2 tap wrenches and screwdriver. The quality is right. Every piece guaranteed. PRICE—Mounted in hardwood case, $10.00.

Mfrs. of Bicycle, Motorcycle Accessories. **STEVENS & CO.** 375 Broadway, New York



THE BENTON

After you have once purchased a Benton Spark Plug you will always remember it by its superior service. But if you have not made your first purchase of The Benton yet, don't be misled by similar sounding names. All Benton Plugs are marked THE BENTON and are manufactured by

L. F. BENTON CO.
Vergennes, Vt.

The choice of the experienced rider is

Prest-O-Lite *The Only Practical Light for Motorcycles*

The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario

Worth More

Does More

The **Berling Magneto**

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .060 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find

THE STAR

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

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Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

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Will Be Reproduced Before Buyers
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Cash In On This Advertising
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RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
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National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 128th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3966 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York
563 West 116th St.
Bronx Branch
Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1801 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6457 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 400 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
950 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2008 East N. Y.

Distributer
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1031 Bedford Ave., Brooklyn

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO
Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

MOTORCYCLES and BICYCLES
Sold on Installments
Part cash and balance weekly
C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines
Special attention to dealers.
IRVING BECK
70 East 131st St. Phone Harlem 7063

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

WE HAVE IN GOOD SHAPE 1916 Indian Electric, $225; 1913 Indian Regular Twin, $90; 1911 Indian Regular Twin, $65; 1914 Thor 5 h. p. Two-Speed, $60; 1913 H-D Regular Twin, $75. Will ship anywhere upon receipt of small deposit, balance C. O. D. Billy Teubner & Co., 208 N. Main St., Dayton, Ohio.

HAVE TWO automatic sanitary popcorn machines, like new. One more than pays my rent. Cost $285. Will trade one for sidecars or chassis, motorcycle or parts. Address Bill, 6552 So. State St., Chicago, Ill.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

ASK BILL when in need of parts. 4c. stamp brings illustrated catalogue of motorcycle parts, new and used. You're the looser if you don't know Bill. Wm. F. O'Brien, 6552 So State St., Chicago, Ill.

LOOK—you bike riders. Will sell my new 2½ H. P. Shaw bicycle motor attachment, used 75 miles; first $30 takes it. Howard Pauling, Monee, Ill.

FOR SALE—1912 Twin Indian, good condition, Prest-O-Lite, footboards, 3-inch tires, auto inner tubes, exhaust horn; $45. Also one 1915 H.-D. sidecar, $40. R. L. Myler, R. No. 1, Box 64, Caruthersville, Mo.

THREE singles, two twins, Henderson, Smith motor wheel. Three watches. Exchange for automatic shotgun, trapgun, bicycle, anything. Stamp. Lee Howell, Jr., 217 Chestnut St., Evansville, Ind.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

DEALERS NOTICE—I am overstocked in fine Mica Spark Plugs (Metric size), to fit Indian, "X," Thor, De Luxe, etc. Send 30 cents in stamps for sample, or $3 per doz. C. O. D., subject to examination. Henry F. Pardon, Indian Agent, Owensboro, Ky.

HELP WANTED

FIRST-CLASS experienced Bicycle Repair Man. Best salary paid to the right party. Steady position year round. Address C. G., care Motor Cycle Illustrated.

WANTED—Experienced man on all makes motorcycle to run shop 50-50. Must be good all-around man; above all, honest and agreeable. Must have A1 references. Apply Wm. F. O'Brien, 6552 So. State St., Chicago, Ill.

BUSINESS OPPORTUNITIES

AN OPPORTUNITY of a lifetime right at the beginning of the season. Big 1917 start already made. Harley-Davidson and Cleveland distributorship for best county in Colorado. 50,000 population. Great tourist, mining and farming country. Wonderful climate scenery and boulevards. Riding all year round. Fine location, new stock. Bowser sidewalk filling station. Investigate this at once. Very best reasons for selling. Address E. B., care Motorcycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Indian 1915 frame, less tanks, front and rear springs, forks. Frank Vache, Temple, Okla.

WANTED—Motorcycle cylinders that have been damaged with wrist pin. Use same piston and rings; not necessary to send piston with cylinder. Charges $4.50, any kind. My work guaranteed. Prepay your cylinders to me. Prompt service. F. O. Swenson, Cresco, Iowa.

WANTED—Pair small size 1915 Harley tanks. Box 1689, Atlanta, Ga.

AT 1635 Myrtle Ave. and Woodbine St., motorcycle garage; capacity, 30 machines; opening February 1. Apply now for space, $1.50 month Raedel, 2363 Myrtle Ave., Brooklyn, N. Y.

DEALERS ATTENTION—We are in a position to handle any kind of storage battery repairs; don't discard them if they don't hold or take a charge, send them to us, our charges are reasonable. Service station for Wico Storage Batteries. Billy Teubner & Co., Dayton, Ohio.

POSITION WANTED

WANTED—Position by motorcycle and bicycle repairman; ten years' experience. Married, strictly sober. References from last two employers. Go anywhere at once. L. H. Means, 119 West 14th Street, Norfolk, Va.

February 15, NEWS 1917

Baker, Murray & Imbrie
INC.

Firestone Casings at Lower-than-usual Prices

We have a special lot of Firestone Casings, corrugated tread, 28 x 2½" for B B rims. These are new goods bearing the manufacturer's name and they are fully guaranteed.

There's a surprise and a pleasant one coming to you when you find out how low are the prices to dealers. Also some Goodyear 28 x 2½" and U. S. 28 x 2¾" seconds at tempting quotations.

Abbey & Imbrie FISHING TACKLE

ESTABLISHED 1820

THE SIGN OF THE LEAPING DOLPHIN

Abbey & Imbrie New York

Copyright 1912
by Abbey & Imbrie

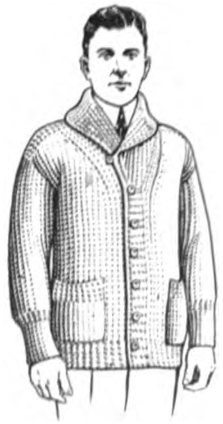
To carry Abbey & Imbrie Fishing Tackle

A Trade-mark That Means Something

The Sign of the Flying Dolphin is the trade-mark of a house that has been putting brains into the making of quality fishing-tackle for 96 years.

It's known wherever men go a-fishing. The angler who buys Abbey & Imbrie tackle marked with the sign of the Flying Dolphin is the sort of customer you want in your store. He can afford to pay real prices for what he knows is good.

To carry Abbey & Imbrie Fishing tackle beneath the Sign of the Leaping Dolphin is to put your store plumb in the middle of Quality Street.



713 Jumbo Knit Sweaters For Quick Disposal

There's just enough of the Sweater season left for you to cash in on these at a low price.

Made of long-fleeced wool, full fashioned throughout, with a nine-inch adjustable shawl collar, these goods offer exceptional value. As the quantity is limited and the demand for sweaters of such quality is growing every day, you can't get your order in too early.

A Book About Bargains

Ask us for booklet No. 171. In it you will read about 5,000 pairs of Bicycle Tires that represent the best value that has been offered in this line for many moons.

These are special brand tires, all new goods of high quality and good, fresh, live rubber. And the prices—well let us send you the book.

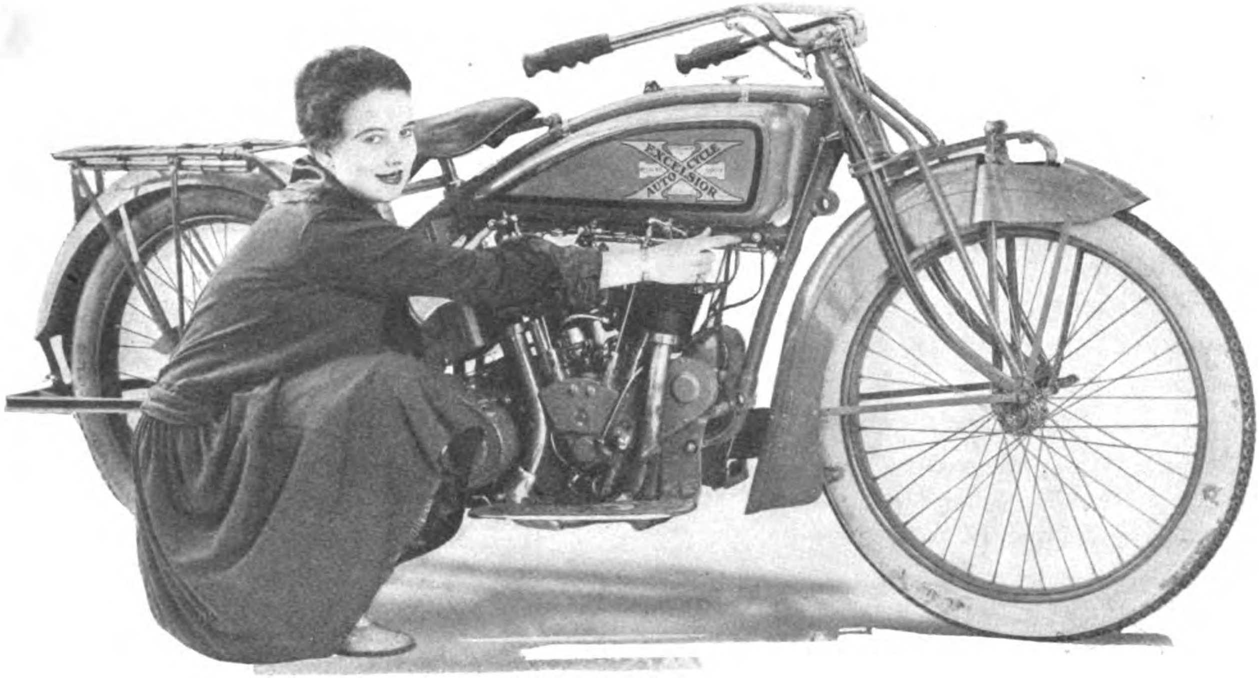
First Class Profits in Second-hand Motorcycles

Our stock of second-hand motorcycles consists of all makes and all models. They're not the sort that will stay on your floor once your customers look them over. In every machine there's a wealth of real road service. Each machine thoroughly overhauled and in some cases entirely rebuilt. A guarantee with every one.

No dealer with his eyes open can fail to see the profit possibilities in these machines. The prices range from $50 to $200.

OPERATING DIVISIONS
F. A. Baker & Co. New York Sporting Goods Co. Abbey & Imbrie.
10-15-17 Warren St., New York City

Here Is a Time Saver



No matter how good the Motorcycle, or how careful the user, carbon will accumulate; its entire removal necessitating removing and scraping the cylinders.

Ordinarily, this means tearing down the whole Motorcycle.

In the Series 18 **Excelsior,** simply detach the gasoline and oil pipes, remove the two bolts at the ends of the center bar. Then swing the center bar and gasoline tank to the side, giving perfect access to the cylinders and pistons, without removing the motorcycle from the frame, or interference with any other part of the machine.

It changes a day's job to a matter of minutes. If you do the work yourself it saves hours of time. If it is done by the repairman it saves dollars in money.

It is one of the big points of Excelsior supremacy, appreciated mainly by the man who has been through the mill.

It is another reason why you should ride an Excelsior.

EXCELSIOR MOTOR MFG. & SUPPLY CO.

Office and Factory, 3703 Cortland St., Chicago

I am the Clerk—

"The coaster brake?

"It's a New Departure, of course. All of our wheels are equipped with them, as are a great majority of the wheels in use today.

"It never fails to work when you need it, is stronger than is necessary and easily wins your confidence.

"Besides all this, the handsome concave design adds beauty to the Bicycle.

"It costs no more than others—yet you have the satisfaction of knowing that you have the best there is.

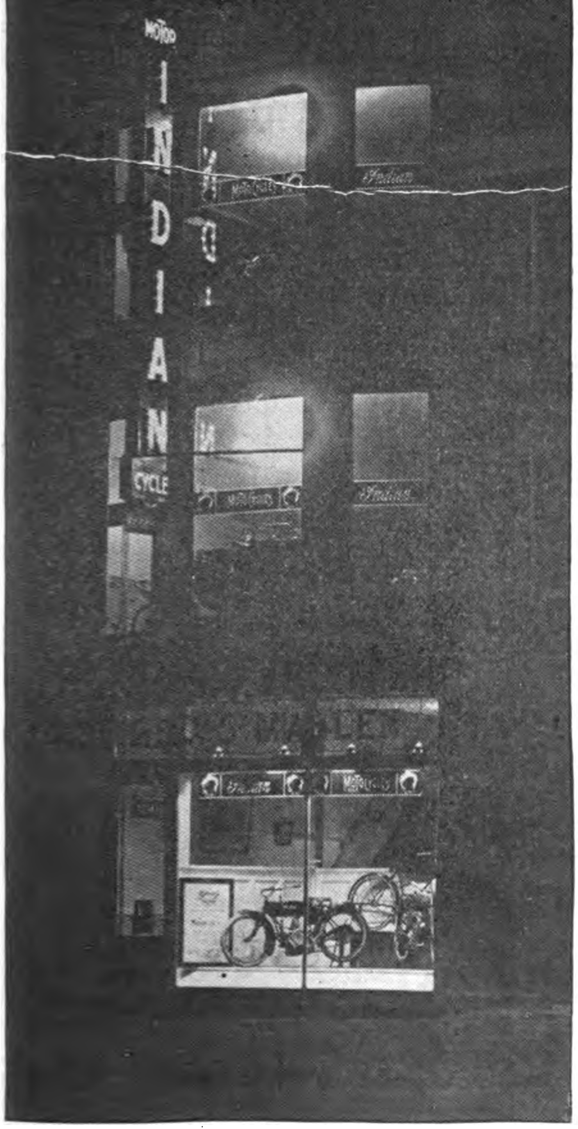
"We can guarantee it, absolutely—the makers stand behind us on every brake we sell.

"By the way, have you read of the man who coasted down the Alps with a New Departure? Really a remarkable feat—and proves the reasons why you want a New Departure to rely on."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

Indian
MOTOCYCLES
1917 Indian Powerplus IS HERE!



Proper Prospects Produce Prosperity and Profits

George S. Maslen — Indian dealer in Philadelphia—is positive proof of the success attainable in the merchandising of motorcycles and bicycles.

Mr. Maslen's 1917 Indian sales have increased 100 per cent over 1916 for the same period.

Mr. Maslen's success is not merely luck or the reward of unusual opportunity, but rather the application of modern merchandising methods in the marketing of

Indian

Motocycles and Bicycles.

He has placed his business on the same high selling plane as the successful merchants of other retail lines.

He insists upon an attractive, appealing store, as the accompanying illustration shows. He believes the greatest asset is a clean, inviting place of business.

Another secret of Mr. Maslen's success is the carefully planned manner by which he diligently digs up new prospects. He has great respect for the power of Uncle Sam's Two Cent Stamp—as a means of carrying the message of Indian superiority to his possible prospects.

Mr. Maslen is an ardent advocate of direct advertising —this is the reason he is so enthusiastic over the Indian Direct Mail Campaign. He KNOWS the value of this campaign, for he has steadily increased his business year after year by this means.

Every Indian dealer will participate in this effective Indian Direct Mail Campaign—isn't this sales assistance worthy of consideration—write us today for information regarding open territory and the plan of this Mail Campaign.

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.

The Passport that Carries Y

MOTOR CYCLE
ILLUSTRATED

Gerard has left Berlin, Bernstoff Washington. Winter, too, is leaving and few of us are sorry. It leaves us free to open up an active campaign to recruit to full strength the army of motorcycle riders.

We have been preparing. Our editors have been scouring the country for double-barreled sales ammunition—the best artists have been called to the colors—all the forces of facts, figures and fancy will be marshalled into argumentative array in the Annual Spring Number of MOTOR CYCLE ILLUSTRATED. And it will be some array, from the flagship of motorcycle adaptability right along the line to the colliers of the "call of the open road" that will feed *desire* to the fleet of selling arguments.

A Lineup of the Fleet of Selling Arguments

Aside from the general news section almost the entire Spring Number of MOTORCYCLE ILLUSTRATED will be devoted to lining up the *prospective purchaser*. We give below the logical arrangement of the strongest sales-talk ever placed between the covers of a motorcycle journal.

The Open Roads Are Calling

An article "selling" the Big Outdoors. Presents the open air idea in a most attractive manner.

Your Motorcycle Is Ready

Introduces the motorcycle as the universal means of travel for the true sportsman, the genuine lover of nature.

I'll Meet You on the Old Hill Road

A feature emphasizing further the adaptability of the motorcycle and injecting the idea of fellowship.

100% Efficiency for You

It is the purpose of this article to tell just what the motorcycle can be counted upon to do along mechanical lines, with what little trouble and with what great economy.

Tell Your Friend to Hop In

The value of the sociability obtained through the sidecar is strongly played up here.

Farewell Old City Grind!

A chatty article on a week-end jaunt into the country. Crystallizes some of the foregoing theory into actual service.

MOTOR CYCLE ILLUST

Into Motorcycle Salesdom

SPRING NUMBER
APRIL 12, 1917

They Did It—So Can You

Two pages of bona-fide letters from present riders dealing with benefits derived and low maintenance costs. These will make the strongest possible sales arguments, and fine pullers for new riders.

It's All Yours—With a Motorcycle

Two-page pictorial spread making a strong appeal through its beauty to the senses of the prospect.

The Lightweight's Place

This article will discuss the varied advantages of the lightweight.

Light in Weight—Big in Serviceability

A page of pictures telling in photographic art what the preceding article put across in text.

Equipment—The Why and How of It

This article is designed to hook up the accessory manufacturers with the spring selling idea, and will be written throughout with that end in view.

We haven't told you half the story of this wonderful issue. It is too much to give in detail here. But we will say this: There will be a strong Tire article, a Bicycle Section and articles on How to Plan That Outing—The Girl in the Saddle—You Can See It with a Motorcycle—Your Silent Salesman, etc. And there will be a Special Index of Advertisers. It will list each advertiser and his line. Readers will be invited to check as many names as they desire and mail the index to us with the understanding that we will see that each of the manufacturers checked sends the applicant details of his product. A master stroke for a larger number of inquiries and extreme convenience to the reader.

Your Advertisement Will Have the Effectiveness of a U-Boat

Your advertisement in the 1917 Spring Number of MOTOR CYCLE ILLUSTRATED cannot fail to be productive of real results. The whole atmosphere and editorial make-up of the paper will put the prospective purchaser in a receptive mood for your sales message. It will be read by 15,000 to 20,000 *more* people than a regular issue—people who are looking to make their first motorcycle purchase.

Your advertisement will show them where and how they can purchase those things for which the sales-making pages create such a strong desire.

Don't miss this call to big business. Reserve space for your copy early. Today is not a bit too early to write us.

D, 13 Park Row, N. Y.

Prest-O-Lite

for Motorcycles

J. Warren Kerrigan, Universal Film Star, on his Prest-O-Lite equipped Motorcycle, near Universal City, California.

Solves Your Lighting Problem

Prest-O-Lite is the solution to your motorcycle lighting problem. It will give you brilliant, dependable, convenient light at least cost, also perfect service and satisfaction at all times and under all conditions.

Prest-O-Lite enables you to ride at night with ease, comfort and safety, at any speed. Gives you a clear vision of the road ahead—will not suddenly blow out or fail you when you need it most. Road shocks, jolts and vibration do not injure it—is as sturdy as your motorcycle.

Aside from these advantages, it is thoroughly simple to operate and costs little to buy and use.

Easily and Quickly Attached

To any make of motorcycle you can quickly and easily attach Prest-O-Lite. Necessary equipment can be readily obtained at your dealer's. He can probably make you a special price on a "Prest-O-Lite tank, a lamp and a good mechanical horn." This equipment will give you the greatest satisfaction in constant service.

Our literature on motorcycle lighting will prove of great interest to you. It is yours for the asking.

The Prest-O-Lite Company, Inc.
The World's Largest Makers of Dissolved Acetylene
Main Offices and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

DEALERS:

You will find Prest-O-Lite sales a permanent, profitable business. If you are not already sharing these profits, write us without delay.

The Last Word in Co-operation

Webster's Dictionary does not define co-operation as the loaning of money to finance installment sales, yet that is the new meaning that THOR chooses to give to the word co-operation.

Aside from the added co-operation that THOR dealers will receive in 1917 through the THOR factory's plan to solicit, for its dealers, orders from large companies for commercial motorcycles in quantities, and the establishment of a school for commercial motorcycle drivers, there is extended the generous co-operation where

MONEY TALKS

Dealers can now sell THOR Motorcycles on the installment plan without restraint and without the burden of a heavy financial investment.

Our seniority in business—our absolute iron-clad policies of the past—and our record for unqualified conservatism have allowed us to make financial connections with the Mercantile Trust Company of Chicago which will be greatly to your benefit.

Our ample capital will be augmented by the enormous resources of this solid financial institution, and every THOR dealer—present or future—is invited to take advantage of this capital merger—to use it as *his* working capital to carry on his time payment motorcycle business.

Could you ask for more tangible or practical co-operation than this? Speak up, dealers! Let us hear, especially, from you who are not now enrolled under the THOR banner.

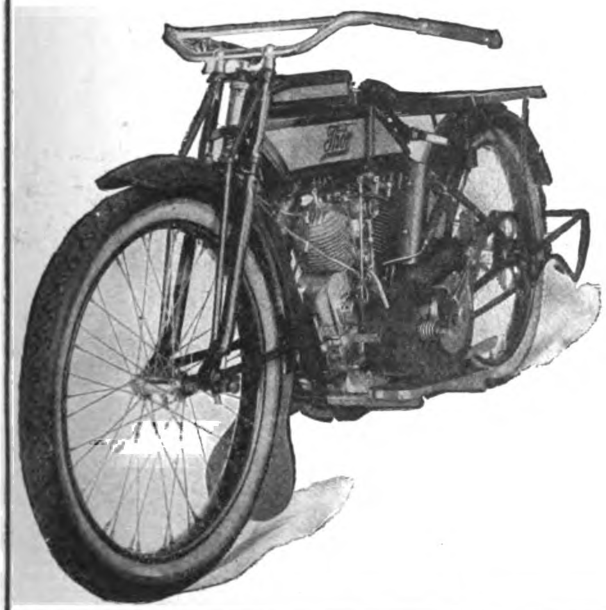
We have a booklet that gives details. Write for it, today.

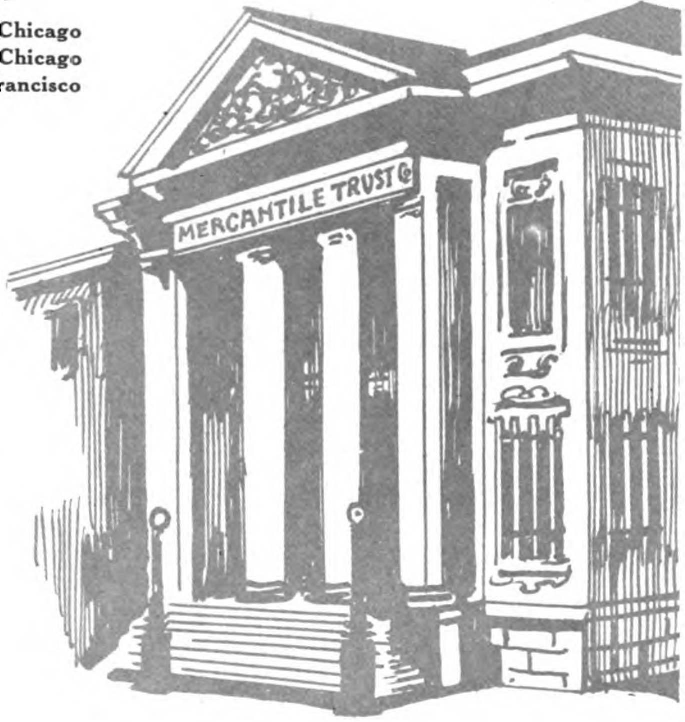
Thor

AURORA AUTOMATIC MACHINERY CO.

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco





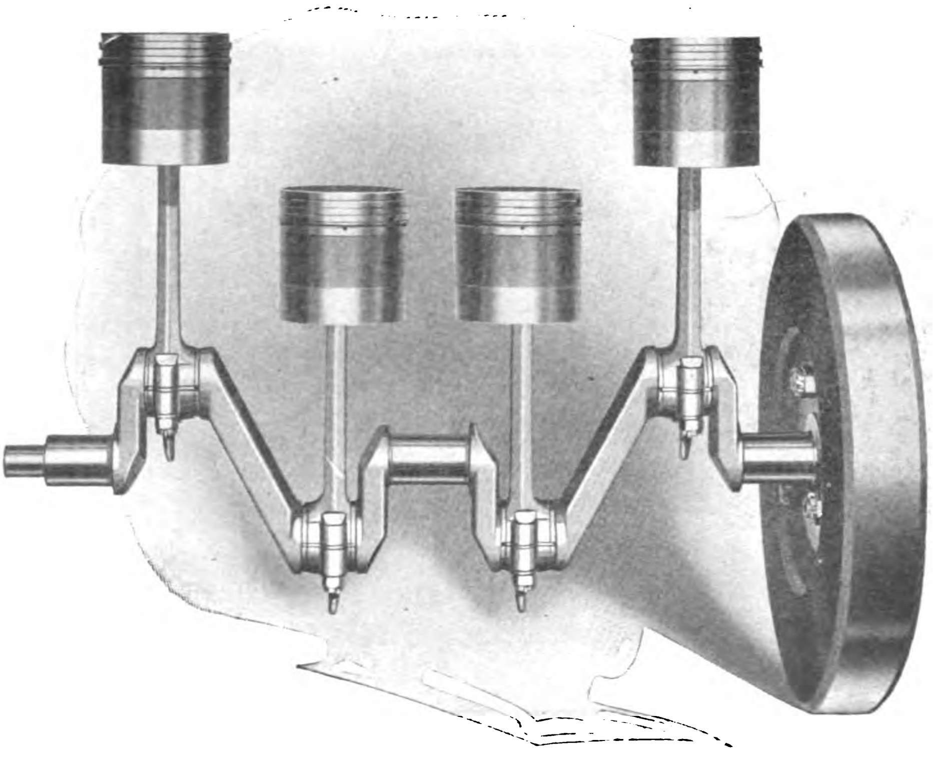
The Exacting Desire

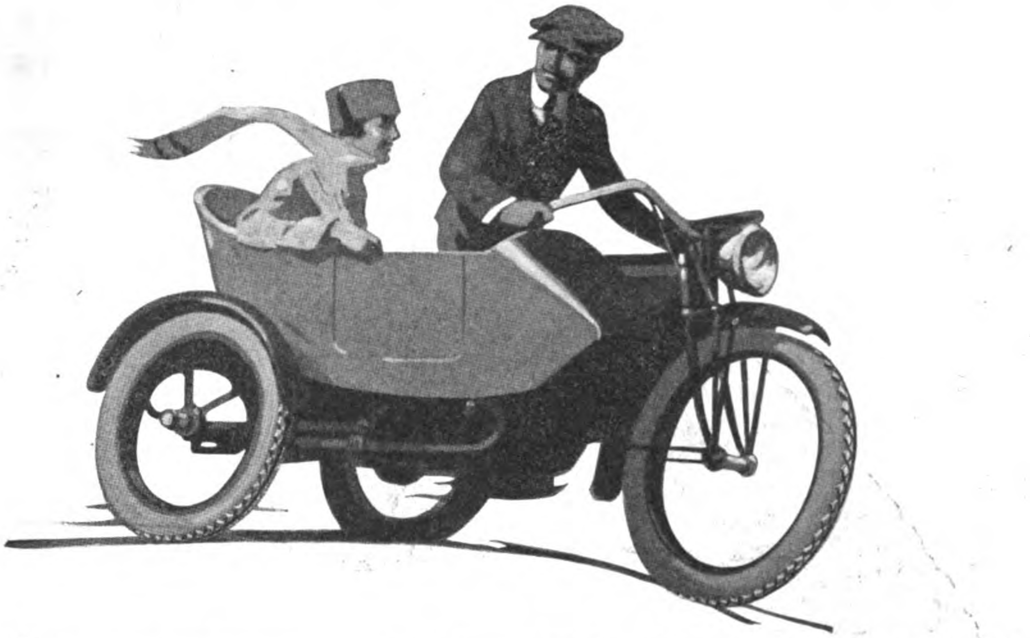
THE natural human tendency toward progress is a powerful factor in enlarging the business of Henderson dealers. As the rider gains experience, he demands more and more of the machine he uses. Each Spring buying season finds him wanting a better machine than he had before.

So it is inevitable that eventually he can be satisfied with nothing less than the smooth perfection of four-cylinder power.

This upward evolution among tens of thousands of motorcyclists forms an immense reservoir of Henderson sales. Thoughtful dealers are making provisions for a full share of the generous Spring business from this source.

HENDERSON MOTORCYCLE CO., Detroit.





BLUE STREAKS

Sell Them Care-Free Sport

Customers come back to you full of enthusiasm about Goodyear Blue Streaks when they have taken your advice and bought these rugged, *care-free* motorcycle tires. And they will thank you for telling them the good qualities of Blue Streaks.

Motorcycle pleasure jaunts, during the fair-weather days to come this season, will be only as enjoyable as the motorcycle tires are capable. Advise your customers right. Recommend Goodyear Blue Streaks. These tires will make good—and good friends for you.

For business, just as for pleasure, Goodyear Blue Streaks are the safest and best buy you can suggest. Blue Streaks deliver. They are serving thousands of merchants who have perfected their delivery service through motorcycles shod with these good, reliable Blue Streak Tires.

There is a Goodyear branch near you. How is your stock?

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton
Excelsior
Indian
Thor
Pope
Harley-Davidson
Reading Standard
Henderson
Iver Johnson
Emblem
Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

GOODYEAR
AKRON

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

UNITED STATES MOTORCYCLE TIRE 'USCO' TREAD

'USCO' Means Money

in the 'Usco' dealer's pocket.

Made by the same process and possessing the same anti-skid, road-resisting and long service qualities as those which have made the United States 'Usco' Automobile Tire famous– *virtually an automobile tire for a motorcycle*—the 'Usco' is rapidly gaining in nation-wide popularity.

Specify 'Usco' Tires. The manufacturer will be glad to equip his machine with 'Usco' Tires at your request *without an extra cent of cost.*

United States Tire Company
1790 Broadway, New York

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

MotorCycle Illustrated
For the Rider and the Trade
13 PARK ROW
NEW YORK

Volume 13 February 22, 1917 No. 8

We Go Santa Cruzing

Motorcycle Jaunt Over Famous Mountain Route Recalls Memories of Bicycle Tour Made a Generation Earlier; How the Tourist Runs the Whole Scale of Scenic Delights in a Day

Bret Harte's Country Brought Nearer by the Motorcycle

By CHARLES FULLER GATES

Rolling Along the Ben Lomond Mountain Road, a Famous Route in the Santa Cruz Mountains

TWO generations ago Bret Harte wove enthralling tales of the Santa Cruz mountains, tales that will never die; and I came into possession of some of the Bret Harte appreciation of that picturesque region a generation ago, when I first saw the Santa Cruz mountains from a bicycle early one Sunday morning after a night ride from San Francisco. The pictures then painted on my memory are still a joy, and when I am enabled to ramble through the mountains in these latter days on my motorcycle I feel that I am linking up the past with the present in a most delightful way.

It goes without saying that the motorcycle has opened opportunities for scenic exploration that could never have presented themselves with any other vehicle. The bicycle, while inviting and convenient, is limited in range to the leg-power of the rider, and the motor car is too expensive and too cumbersome. A lot of fine country that is open to the motorcyclist, because of his single-track mount, or narrow-tread sidecar outfit, is closed to the automobilist until broader roads are built.

Santa Cruz was a much used name wherever the Spanish conquistadores wandered, so there are other mountains of the same name up and down the Spanish domain of the days when Spain possessed most of the known world. But when we come to consideration of actual attractions, I believe the Santa Cruz mountains of California are unique in more than one way. Nowhere else does it seem so easy to find scenic delights, patriarchal redwoods, cool mountain streams, yawning canyons, hidden homelike spots, and all the varied fascinations of Nature at her best.

Up, up, up through the foothills and into the tall timber, from the wonderful valley of Santa Clara, on that early morning of '94 I followed the long line of cyclers of 'Frisco and San Jose, most of them pushing their wheels, after leaving Los Gatos, until the ozone blended with the odor of redwoods and giant ferns and we forgot that we could not ride the long grade. Then came the long coast down the other side, along the river Soquel, and later the ups and downs to Santa Cruz by the sea. There we had a swim in the Pacific and a dinner we have never forgotten.

Well, a lot of water has gone under the bridges since that memorable day. After that first trip, just a score of years passed before I again explored the Santa Cruz mountains, and the second visit, like the first, was in the springtime and on a Sunday morning. My cycle was no longer of the "push" variety, but was endowed with the power of many horses, and the grades melted away beneath my wheels like magic.

As I chugged along through the remarkable scenery on this second trip, accompanied by a party of motorcycle friends, I could locate many of the spots that had fixed themselves in my memory back in '94. At one point I had stopped with my bicycle with the intention of letting my genial companions go on ahead so that I could make an attempt to ride the grade. Only one cycler had ever climbed it without dismounting, and the job was beyond any of my comrades, so they came back and

We Go Santa Cruzing

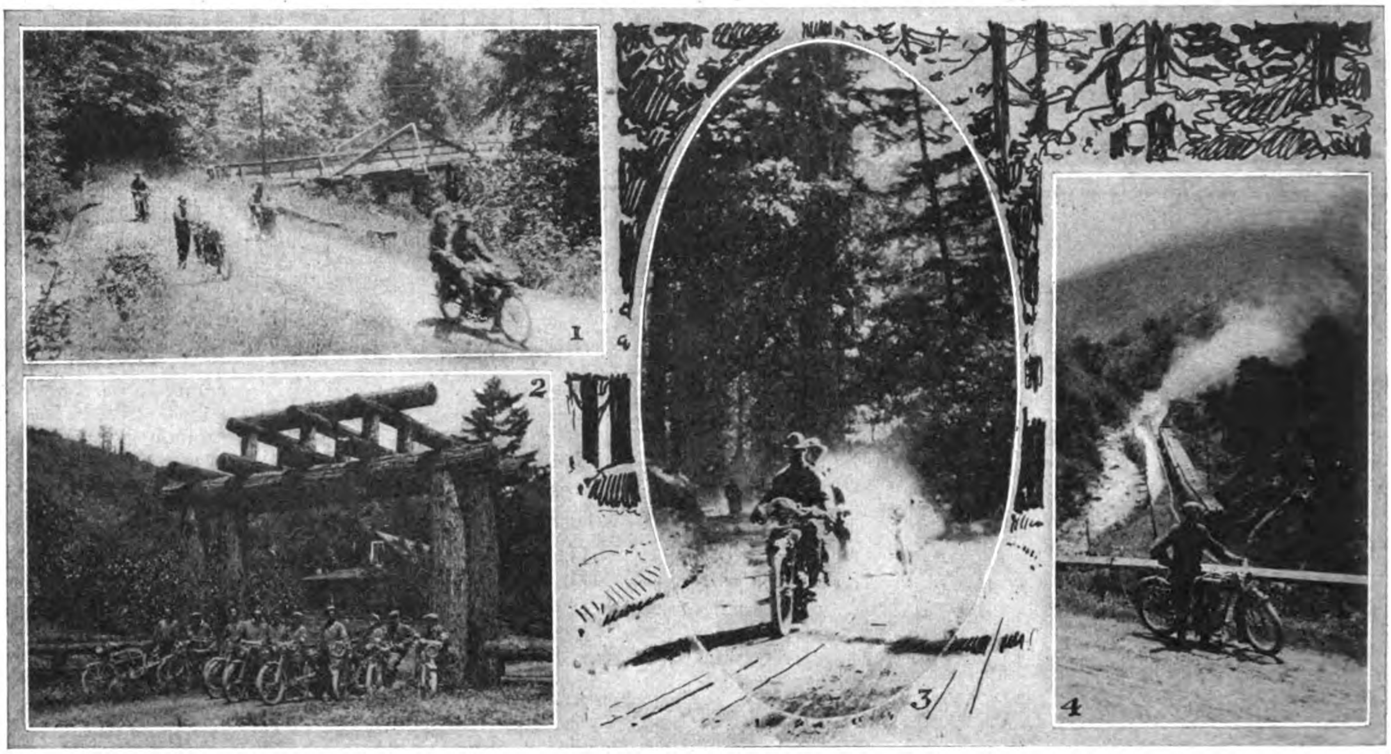


Photo No. 1 Shows the Leaders of the Party Near Brookdale on the Way to the Big Trees; No. 2. Entrance to State Redwood Park and the Big Basin; 3. Rolling Among the Giant Redwoods; 4. Above Los Gatos, With a Striking View of the Canyon and a Passing Train. There Was Plenty of Climbing but It Was All Easy for the Three-Speeds.

pulled me from my mount, explaining that I would not be permitted to do what they could not do. I have never quite decided whether I would have been able to climb the long hard grade, but I certainly would have enjoyed making a strong try at it. One thing is sure—I can climb it in fine shape now with my motorcycle.

As I rambled along on my motorcycle I was reminded at another spot of the odd sight presented on that '94 trip by a millionaire who sat in the road bemoaning a punctured tire and speculating upon the great expense of pneumatic tubes and casings. Tires were indeed expensive in those days. And while the bloated plutocrat worried over his busted automobile tire I rolled by—unhampered by superfluous dollars but rich in enthusiasm and fully possessed of the treasures of pure air, sunshine and God's scenic glories.

No Marked Changes

Twenty years can bring about some wonderful changes, but my second trip through the Santa Cruz mountain carried me back as if in a flash to that other day. There were few, if any, changes noticeable along the route. My motorcycle purred like a contented kitten, as did those of my companions, and the more rugged the country the better we liked it. Now and then we stopped to enjoy a view across the wide canyon of the Soquel or the San Lorenzo, or to get a drink at a wayside spring. The moss-decorated old fences were there as of old, and the tumbledown houses of pioneers could be seen occasionally, with great redwoods, spruce, pine, fir, oak and madrone on all sides.

We proceeded with our motorcycles along the big trees and up to the great basin which is now preserved as a State park. This park includes about 4,000 acres of woodland in its primeval state and deer move about in the cool vastness of this region in a silence that can almost be felt. There is a run of 26 miles along Ben Lomond mountain, with San Lorenzo river in the canyon below, its clear waters dropping lower and lower as we climbed up through those old mountain towns that seem not to have changed since the Days of Forty-Nine.

Every so often as we rolled over a bridge we could catch the flicker of trout in the stream below, and I knew that in these deep and smooth-flowing brooks are the rainbow and the steelhead awaiting my time to fish if I ever tire of riding.

A LITTLE SPEED, FOLKS!

Material for the big annual Spring Number of Motor Cycle Illustrated is now being lined up by our Editorial and Art Departments, and if you have been requested to co-operate in some special way, Mr. Manufacturer or Mr. Correspondent, you will help to simplify our work by acting promptly.

A lot of time is required to produce such a magazine as our Spring Number is going to be, and the sooner we receive the material you have been asked to supply the more effectively we will be able to consolidate it with the cover-to-cover "punch" that we have scheduled for April 12.

Thank you.

THE EDITOR.

Taking Deer by Surprise

We swing around a bend in the road and there before us are a number of deer. They stared at us with soft eyes, in a kind of daze, and apparently never realize that we are human beings at all. There is something beautifully serene and comforting about the sight of deer along a mountain road, and the person who has never enjoyed such a picture has a real delight to look forward to.

As we purr along on our motorcycles the trees grow larger and larger. Finally they seem to touch the clouds, and at the bases they are almost as wide as a house. I tried to photograph one of the trees, but could not arrange to cover more than one-third of it with my camera—about 100 feet. The tree was no less than 300 feet tall.

So we made our way leisurely along, from one natural beauty to another, crowding into the day scenic thrill after scenic thrill, until dusk fell. And we "called it a day" we looked back and admitted that our motorcycles had paid for themselves since daybreak. It was a wonderful trip, and wonderfully did our machines respond to the opportunities of the day.

"Bright days of pleasure and grey days of
pain—
I've had my willing share of both, and so
I may again;
'Tis not for me to make them, 'tis not for
me to choose,
But, oh, that day of splendor in the hills of
Santa Cruz!"

My First 1000-Mile Tour

It Covered Much of New England's Famous Scenic Route, Including a Visit to Mt. Washington, and Was Equally Notable for the Recreation It Afforded and Its Freedom from Motor Troubles

Success of a Tour Depends Largely Upon Commonsense Equipment

BY GEORGE CRAWFORD, JR.

HAVING read many magazine and newspaper articles about the advisability of "Seeing America First," I decided to spend my vacation last year in that way, and on August 12 I started on a trip that furnished a few surprises and also acquainted me with the fact that all outdoors welcomes the motorcyclist.

I arranged my route to take in a good deal of the "Ideal Tour," which has been laid out to touch at the leading hotels and include some of the most beautiful scenery in New England, and I must say that the itinerary was entirely satisfactory.

Equipment Carefully Selected

For several weeks prior to starting the trip I gave considerable thought to equipment. I arranged to carry a small shelter tent, of a type made especially for motorcyclists, and it proved its value. It was 6 feet 6 inches long and 5 feet 6 inches wide, and about 4 feet high. It was made to roll up in a package about 5 inches in diameter by 12 inches long, and it weighed only 3¾ pounds. In addition, it was guaranteed waterproof.

I also carried tire chains, blowout shoes, patches and cement, a full set of tools, rope, wire and a good blanket. The blanket I selected is worthy of special mention at this point, because I believe that the success of most tours depends largely upon the equipment and the blanket was a highly important feature of my layout.

My blanket was made 12 feet long and 6 feet wide and had 10 oz. duck canvas on one side, with pure wool on the other. It was fitted with hooks and eyes all around. By folding the blanket once lengthwise I brought it to the size of 6 feet by 6 feet, and by folding it once more I made it 3 feet by 6 feet. I made it a point always to keep at least two thicknesses between me and the ground and crawled in, as one does with a sleeping bag, finding the arrangement a very comfortable one.

I had planned to camp out every night during the trip, but if the weather happened to be a little disagreeable and I didn't feel disposed to stay out I could put up at a farmhouse. However, the weatherman was kind to me and the skies remained reasonably fair throughout my tour.

The First Day's Run

My first day out took me through Bennington, Vt., Williamstown and Greenfield to Keene, N. H. Here I put up for the night. I had covered the "Mohawk Trail" on the first day and found the roads in the Berkshires almost uniformly good.

Crawford, the Author, Snapped as He Settled Down to Enjoy a Glimpse of the Landscape at One of His Stops on His Tour

On Tuesday, the second day, after making a few adjustments to chains and baggage, I proceeded towards Concord, the capital city. After riding a while I was lucky enough to discover right in front of a garage that I had only about a cupful of gasoline left in my tank, so I filled up and headed for "The Weirs," quite a pretty place situated on the shore of Lake Winnepasauke, N. H. There were a lot of camps and hotels along the shore.

After taking a few pictures and seeing the sights I rode on to Center Harbor, where I spent the night. Center Harbor is quite a picturesque place, located near Lake Winnisquam, and it too is well supplied with accommodations for the summer tourist.

Wednesday carried me through Chocorua, N. H., to Conway and Interval and up to Crawford Notch. Upon making inquiries for the Mt. Washington carriage road I was told that I would have to go back as far as the Glen and strike off through Jackson, heading then for "The Glen House." I followed instructions in double quick time, because I wanted to reach "The Glen House" in order to climb the mountain the next day.

In Camp at Mt. Washington

I camped at the foot of the mountain with a group of young fellows who were on a hike from Philadelphia, and certainly enjoyed every minute of my stop there. Thursday morning found us all up bright and early. We had breakfast at 5:30, feasting on good wholesome food obtained from neighboring farmers, and then proceeded up the mountain on foot. I had planned to make the ascent on my motorcycle, but was strongly advised by one of the men at the hotel to give up that plan. He told me that several motorcycles had made the climb, but that the tourists had experienced trouble because the steepness of the grade had caused lubrication difficulties. The mountain rises 6,291 feet above sea level, and the road is 8 miles long, so rather than take chances on burning out bearings or warming a cylinder I decided to make the ascent on foot, especially in view of the fact that I had congenial company.

At the Summit

We left the foot of the mountain at 7:30 and reached the summit at 11:45, just as the little train (owned and operated by the Mt. Washington Hotel) reached the top. It takes the train 1¾ hours to make the trip, with stop-off privileges for the passengers at various points on the way up. Many naturalists and botanists visit the mountain, owing to the fact that it affords an opportunity to study birds, insects and vegetation not found anywhere else this side of Greenland.

About 5 miles up the mountain all foliage disappears, and from that point on the traveler sees only bleak rocks, weather-marked in curious green and black effects. The toll on the carriage road is quite heavy, owing to the fact that many repairs are needed after the heavy rains. I was told that after a downpour the roadway would be utterly impassable for a motorcycle until it had been rebuilt.

The toll for motor cars was $5, plus 85 cents for each passenger; for carriages, $4,50; for motorcycles, 85 cents each way; by train from Mt. Washington Hotel, $5; foot travelers, 16 cents each way.

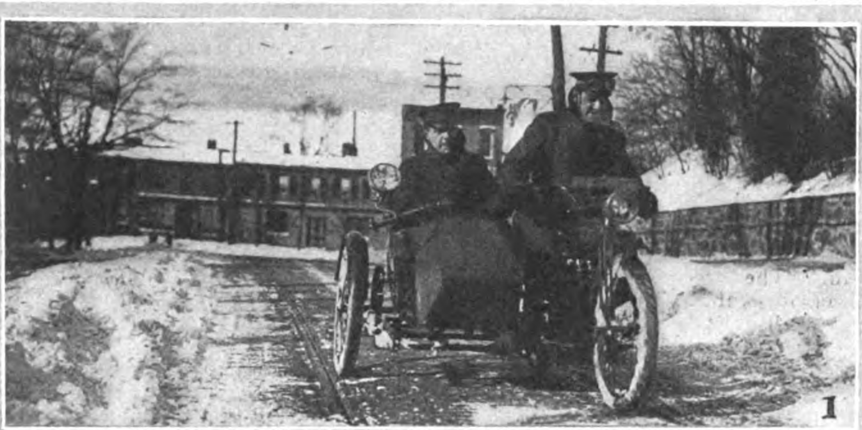
The upward climb by motor vehicle doesn't seem to bother most people as much as the trip down. Several travelers have burnt out brake lining and had narrow escapes from death on the road, owing to the steepness of the descent and numerous bad turns.

Standing on the moun-

(Continued on page 48)

THE WEEKL

Newsy Exploits of the Cameram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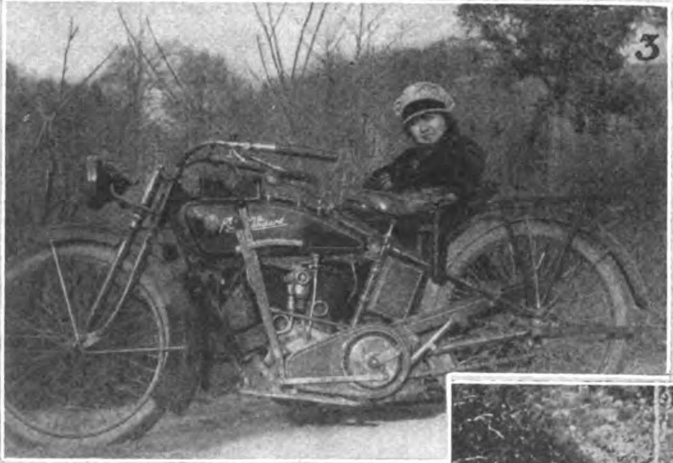
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AUTO ACCESSORIES
& TUBES VULCANIZED
AND MOTORCYCLES
REPAIRING SUPPLIES
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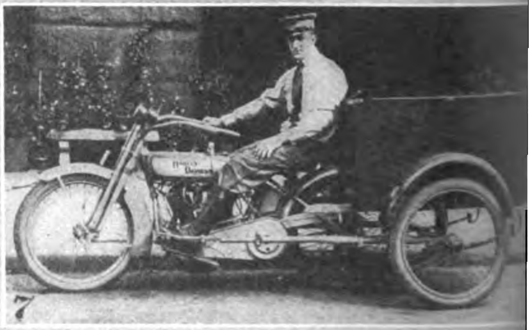
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Reel 1, Scene 1—Timely picture showing the ease with which **an automatic air cooled rifle can be carried in, and used from** a sidecar in case of emergency. The riders are members of the First Motor Battery, N. Y. N. G.

Scene 2—This is winter in southern California. Gosh, if our Eastern winters were only half as mild as this!

Scene 3—Well, who wouldn't smile with this 1917 R.-S.-Rogers combination! The background is furnished by the State of Pennsylvania.

Scene 4—Little Miss Rowe, 12-year-old daughter of Willis A. Rowe, San Fernando, Cal., who is an ardent motorcyclist. She rides a Cleveland.

Scene 5—From movie land, Universal City, Cal. Douglas Gerrard and Maude George, both Blue Bird film stars, in a characteristic pose.

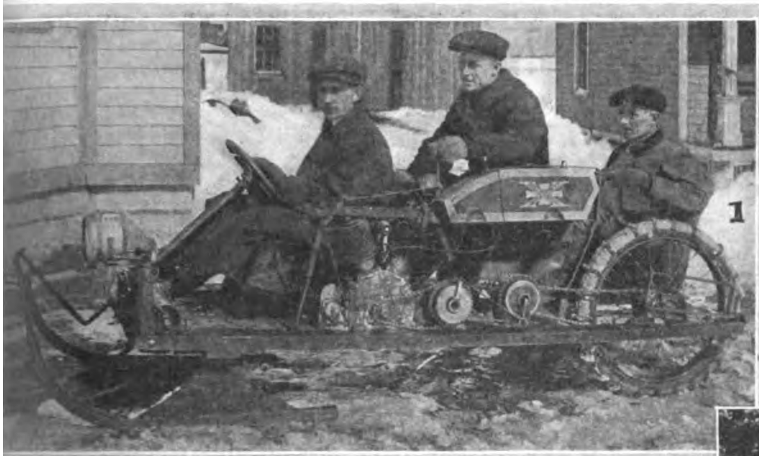
Scene 6—A glimpse of the sort of stuff the Los Angeles M. C. riders meet with on their Sunday runs. The picture shows Ray Little, Harley-Davidson, about to ford a stream.

Scene 7—One of several Harley-Davidson Cygnet rear van combinations supplied by W. J. Walker to the Post Office Department at Boston. They are doing excellent work.

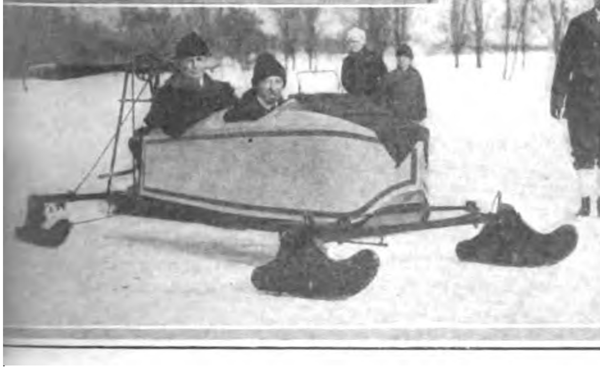
Scene 8—John H. Yahule, of Highland Park, Ill., opening up his Thor a bit on a half-mile patch of fair Illinois roadway between Chicago and Milwaukee.

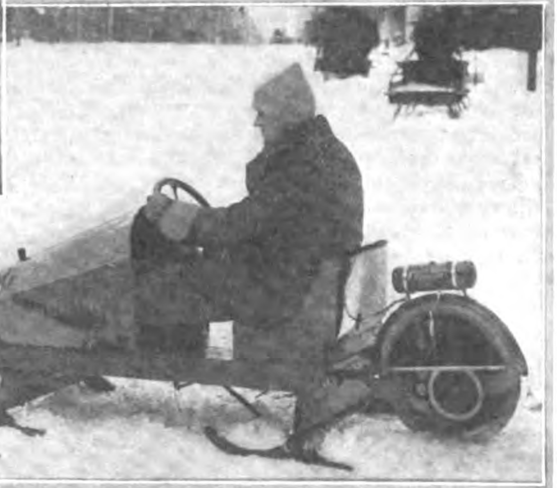
MOTORGRAPH

Presented in Two Snappy Reels



READING STANDARD SALES CO.
MOTOR CYCLES
NEW MODELS ARE HERE
5





Reel 2, Scene 1—This unique motorbob is the handiwork of William J. Hihnke, shown at the wheel, and his two associates. The machine is built around an Excelsior motorcycle.

Scene 2—A quartet of Excelsior sidecar outfits snapped just outside of San Francisco, Cal. The party enjoys a run of this sort every clear Sunday.

Scene 3—Out for a little sport when snow tied up the traffic. The rider is Charles Selke, Jr., of Manitowoc, Wis., and the outfit an Indian sidecar combination.

Scene 4—Miss Evelyn Bruce, Milford Hillside, Mass., and her Indian Powerplus.

Scene 5—A model motorcycle establishment in Erie, Pa. It is the sales room of the Reading-Standard Sales Co., R.-S. distributors for that locality.

Scene 6—Messrs. Andrews and Kirkpatrick just after finishing a bit of mountain climbing on an Indian Featherweight.

Scene 7—Henry Schneider, a Brooklyn, N. Y., rider with five up on his big Emblem twin.

Scene 8—This air propelled motorsled, powered with a Deluxe motor, showed up well in the St. Paul outdoor sports carnival, January 27 to February 2. Fred W. Oliver entered it.

Scene 9—A Smith Motor Wheel bob made by the A. Goedke Cycle Co., of Sheboygan, Wis. It not only performs well, but also makes an ideal advertising medium.

Protect Your Eyes

Why Well-Made Goggles Are Essential to the Motorcyclist; Painful Inflammation May Be Caused by Particles of Dust, Small Insects or Even the Rush of Cold Wind Against the Eyeballs

Importance of a Snug-Fitting Frame for the Goggles; Some Suggestions for Removing Foreign Matter from the Eye

By GEORGE M. JOHNSON

HAVE you noticed what a relatively small proportion of motorcycle riders met on the road are wearing goggles? A good many do, to be sure, but there are fully as many, if not more, who go zipping along through the ozone with eyes absolutely unprotected. Is this because some motorcyclists regard the wearing of goggles as an evidence of weakness unworthy a follower of this strenuous modern sport?

I talked this matter over with a physician some time ago, and he was quite emphatic in his statements about the necessity of goggles. He spoke of the great danger that is likely to result from riding in cold weather without goggles, mentioning the fact that from time to time he had patients suffering from more or less severe inflammation of the eyes, due to their driving cars in cold weather with the windshield down. Since the average motorcycle rider drives his machine much faster than does the average autoist, how much more essential it is that he should protect his eyes! Good eyesight is the most precious thing that one can possess, and to trifle with its welfare is worse than foolish.

Valuable Even in City

While goggles should never be omitted on a long ride or when touring, they are highly desirable even for running around a city. Of course one doesn't pick as much dust as when passing an auto on a country road in summer, but, unless sprinkled, city pavements are often dusty enough to cause a rider considerable discomfort.

Since suffering from a foreign body in the eye is a very common occurrence among motorcycle riders, it might be advisable to suggest the best method of treatment. A small insect usually causes great pain at first, owing to its dying struggles, but these soon cease, when the pain will lessen. Its body will generally work into one corner of the eye, almost never under the lid, so that its removal is very easy. Quite frequently the insect's struggles cause an abundant flow of tears, which may wash the obstruction out on the eyelashes. The patient himself can then easily wipe the corpse away by aid of a handkerchief; always use a clean handkerchief when exploring in your own or another's eye.

Removing Foreign Matter

To remove such a particle, get the patient in a good light—not directly facing the sun, however—draw down the lower lid and look for the tiny black speck. If it is seen, angle for it gently with the moistened corner of a clean handkerchief. If nothing can be discovered under the lower lid, try the upper. This is more difficult, as usually the lid must be rolled back or turned over on some such instrument as a pencil or match. Lay the latter along the lower portion of the lid, drawing this out by the lashes—the patient should be looking down, the operator behind him—when the lid can be rolled back, thus giving an unobstructed view underneath.

In many cases when a foreign body lodges under the eye and has worked out by itself, the pain and feeling will both seem to indicate that it is still there. What the patient feels is the inflammation caused by the object before it left. Sharp pain is pretty likely to show that the particle is still on the job; the feeling after removal is perhaps better described as an ache, rather than a vivid pain.

A Personal Experience

Rarely it may happen that a tiny sharp-pointed speck strikes the ball of the eye with force enough to stick there, slightly embedded in the membrane. This is sure to be very painful, but anyone examining the eye under the lids and in the corners, where a foreign body naturally lodges, will see nothing. A riding companion of mine was recently affected in this way. The pain was severe, but I was unable to see any object in the eye and believed it had been washed out. Yet the pain not only continued but increased, and after repeated examinations I saw the speck on the front of the eyeball; the little particle was almost exactly the color of the eyeball itself, and so had escaped notice; after several fruitless attempts, I succeeded at last in wiping it off with my handkerchief.

"Well, Well, This Bus Has Certainly Developed a Peculiar Rattle—I'll Have to Take the Motor Down!"

There is considerable difference in goggles; probably most any are better than nothing, but some fit so loosely that dust particles which strike the face can very easily glance up into the eye. Those "flossy" tortoise shell affairs, so popular with autoists at present, impress me as affording but little better than no protection at all. Unless the fit is good, little insects occasionally get underneath and cause endless bother by buzzing around directly in front of the eye, constantly threatening to fly in.

Goggles with glass eye plates, the curved part that fits the face edged with a downy coating, are, in my opinion, the most satisfactory. If the elastic that goes around the back of the head is in good condition, this type of goggles will fit closely enough so that no dust or insects can get under. They are rather more expensive than the celluloid goggles, costing about a dollar.

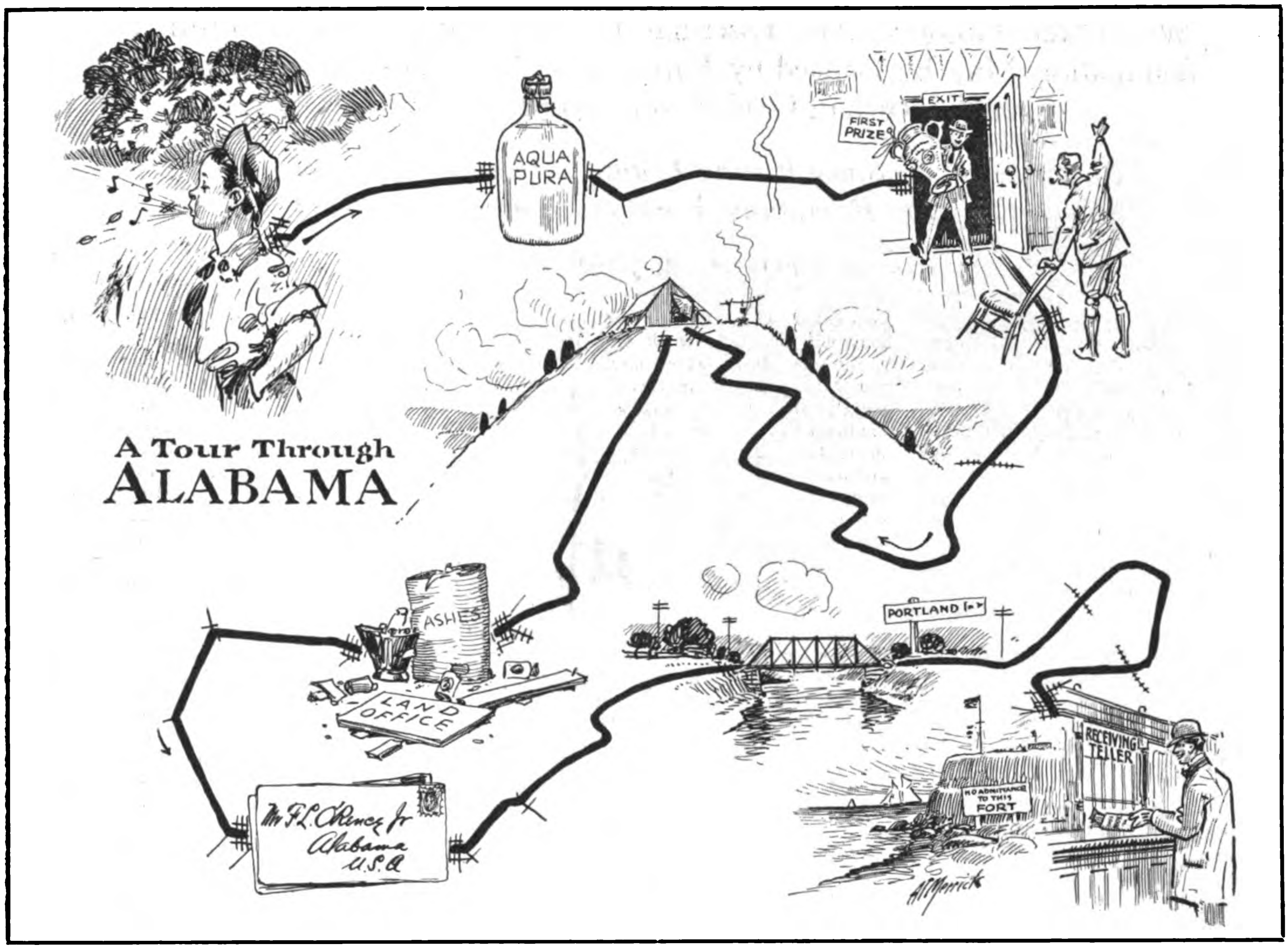
Goggles for Passenger Also

The former have the advantage of not breaking so easily, and it is by no means sure that one can always get replacements of the glass plates if they are smashed, especially when the glass is curved. However, a simple, effective and cheap repair can be made of mica, which can be bought in small sheets in any store handling stove supplies. The mica can be easily cut to the proper shape with a pair of shears, first making a pattern of stiff cardboard; with the correct size of the latter determined by experiment, the mica can be cut to correspond. It will be found as transparent as the glass, besides being more nearly break proof.

The driver of a sidecar outfit will find it worth while to have an extra pair of goggles, well packed in a case, kept constantly in the pocket of the car. Many times they will add greatly to the comfort of his passenger, who otherwise might be without the protection they afford.

Can You Negotiate This Route, Mr. Tourist?

Put on Your Thinking Cap and See How Far You Can Travel



THE above sketch, made by our staff pathfinder (with the aid of a Rand McNally atlas and a black cigar), is intended to indicate a futuristic ramble, open to motorcyclists of both sexes, through the glee-orious State of Alabama. You start at,—— but jessa moment, jessa moment; perhaps you have already figured out the whole proposition and it will be unnecessary for us to go into further explanations.

Then again, perhaps you haven't. In fact, now that we give it the double-o once more, we think the chances are 16 to 1 that you haven't. So we are going to let you in on this first tour, with the understanding that you will perspire over the ones that are to come on your own hook.

Starting at *Whistler* the motorcycle tourist proceeds to *Goodwater*, to *Enterprise*, to *Camphill*, to *Ashland*, to *Florence*, to *Bridgeport*, and finally to *Fort Deposit.*

Get the idea? Pretty soft, eh—when you know all about it. But it's different when you have to figure out the stopping places from your own knowledge of geography.

Next week there will be another "mystery tour," with blanks left for the names to be filled in. Go to it, and let's see just how strong you are as a tourist.

Lampblack for Rusted Cylinders

RUSTY cylinders on a machine do not interfere with the correct running of the motor, but are certainly offensive to the eye. A neat appearance can be given them by coating them with lampblack mixed with a little alcohol.

Don't use enamels or black preparations recommended for automobile cylinders. Enamels prevent radiation and result in the motor over-heating when the weather gets warmer. The engine preparations are for water-cooled cylinders and will burn off quickly or act like enamels, so the money spent and the work done in applying is wasted.

What the Rider Can Learn from Carbon Deposit

STUDYING the carbon deposit will enable the rider to get better results from his motor. A fine, sooty deposit on the valve heads is an indication that too rich a mixture is being used and more air or less of a jet opening is needed. A heavy flake-like deposit in considerable quantity indicates over-lubrication, and it will be well to look at the fit of the piston rings. These may be gummed in their grooves from the carbon deposit.

As a large percentage of the carbon deposit is dirt from the road, all air passages into the carbureter should be fitted with wire gauze screens, about 40x40 to the inch being a good size. As this mesh is pretty fine an examination should be made regularly to see that the screen is not getting clogged.

More Tips on Cold Weather Starting for Riders

PROLONGED heat for the carbureter of a hard-starting motor in winter can be had by the use of a small hot water bottle. The bottle is not to be filled full, but so that it can be folded somewhat around the carbureter and a portion of the inlet pipe. A hot water-dipped rag will not hold the heat as long as the water bottle.

A little injection of kerosene at the end of the day's run will thin the lubricating oil and make the motor easier to crank the following morning.

Told Among Friends

How the Big Rider Body Feels on the Matter of Road Fellowship and the Benefits and Drawbacks of Butt End Tubes Told in Representative Letters

ALL GOOD SAMARITANS OUT IN THE MIDDLE WEST

EDITOR, **Motor Cycle Illustrated:**—In your February 1 issue you had an article anent good fellowship among motorcycle riders on the road.

I have ridden for three years, and in that time I have received no hint of any lack of good fellowship or any unwillingness to respond to the call of a fellow rider in trouble. As far as I am concerned, I have often times received some slight aid from fellow riders who I never saw before, and in return I have been glad to return such help as was in my power to give to other riders who were unfortunate enough to contract wayside troubles.

It might be different in other parts of the country, but here in the Middle West we all try to be good fellows—yes even good Samaritans.

Highland Park, Ill.

JOHN J. ZAHNLE.

FELLOWSHIP AMONG RIDERS AS IOWA MOTORCYCLISTS SEE IT

EDITOR, **Motor Cycle Illustrated:**—I have just finished "working" the puzzle in your Feb. 1 issue and now that I have time to look over the rest of your paper, I find a very interesting article about our fellowship on the road.

Although Decorah is a town of only about 4,000, we can boast of a large number of riders—good riders, too.

Perhaps we are hardly on the map as far as motorcycling is concerned. We have never organized; that is, we have never had anything to do with the F. A. M. But when it comes to good fellowship, we are bound together tighter than any organization. We look at ourselves as a brotherhood and there is nothing that we wouldn't be willing to do for each other. And outsiders—well, there are none! Anyone who rides a motorcycle is one of the bunch. And every one of us is only too glad to welcome a visitor. One could almost say that we are waiting to say, "He's mine! I saw him first."

I am in a position to know these things because I am the "mechanic" for the whole bunch.

ALEX GRINNA.

Decorah, Ia.

INDEPENDENCE THE CAUSE SAYS THIS OLD TIMER

EDITOR, **Motor Cycle Illustrated:**—After reading two of your articles in regard to fellowship among riders, I have concluded to tell you what I know about it. I commenced riding about ten years ago, and of course did not meet many riders on the road then and when I got in trouble if another rider did chance to come along he seldom passed without offering assistance. Then we were all green riders and needed each other much more than we do now. Independence is the cause of the lack of sociability.

I think as we learn more about our mounts we become independent and as we don't need the help of the other fellow we are too ready to think he does not need our assistance. Dependence is the strongest bond of society. When we all knew we needed each other we were very careful not to neglect anybody; but now we are wise, and well, it is quite different.

We must not let it go from bad to worse; there are really more new riders now who really need assistance sometimes than in those early days, and we old riders sometimes need help too. We need each other, in a social way at least, to make motoring a pleasure. As to the remedy, I think the motorcycle publications can do much through their pages to cause the riders to think.

As for the dealers we are all willing or should be willing to help, but about the best that we can do is to promote sociability in the clubs and advise the riders who come around to subscribe for a good motorcycle publication. You have started fine and no doubt you will accomplish a great deal.

J. G. BAIN.

Clayton, Mo.

THE REAL NEED FOR HELPING HAND SPIRIT PAST, HE SAYS

EDITOR, **Motor Cycle Illustrated:**—I have read with interest the article in **Motor Cycle Illustrated** concerning a lack of real fellowship among motorcycle riders. I think the subject is timely and worthy of the earnest consideration of riders the country over.

From my experience of five years as a rider, I find that that sort of sympathetic friendliness that leads one rider to stop and help another who is in distress, is on the wane in motorcycle circles, even as the same co-operative spirit has vanished almost entirely in the automobile field.

And the reason? Simply because when motor vehicles were something new, something untried, masses of complication and unreliability, even so slight an ailment as a puncture, called for the combined efforts of a couple of men to effect a cure. Now, in the automobile field at least, things have been so standardized that a puucture means hardly more than a momentary, stop and machines are so reliable and their workings understood so universally that the necessity for that sort of co-operation has passed.

It is becoming even so with the motorcycle field. We are coming more and more to the point where we take it for granted that the motor cyclist who draws up to the roadside to make a repair knows just what he is about and really is not in need of assistance. Repeated refusals of aid offered, when we have made a showing of that good fellowship spirit, impress this fact on us more and more, with the result that we grow careless about offering our services.

I think that this is the answer to the seeming lack of good fellowship; I do not think that human nature has changed appreciably during the past few years, nor that that old "help the other fellow" spirit has dwindled. Simply the occasion for the display of it except in isolated instances has passed.

For myself, I always either stop or at least slow down and offer aid when the occasion presents itself. I believe that it would be a good thing for other fellows to do the same thing. After all, we motorcyclists are or should be brothers all, and the F. A. M. and our motorcycle clubs should do everything possible to further this feeling.

"A HOOSIER BOOSTER."

Crawfordsville, Ind.

THIS RIDER TRIED THE BUTTS BUT WENT BACK TO ENDLESS

EDITOR, **Motor Cycle Illustrated:**—I should like to "butt into" the butt end tube talk. I am a motorcycle rider of experience, having owned the first bicycle, the first motorcycle and the first motor wheel that made their appearance in town. I also am a dealer.

I have always used the endless tube, except once when I could not buy anything except a couple of butt ends. I picked up a puncture on this occasion and put in a butt end tube. It lasted just four miles and on removal I found the end had come open. I put in the other new butt tube; it went for seven miles and I found the same thing had happened again so that I had to finish on the rim.

I am cured; back to endless tubes and intend to stick there.

HOMER M. BROWN.

LIKES BUTT TUBE; SUGGESTS GIVING RIDER OPTION

EDITOR, **Motor Cycle Illustrated:** Anent the case of endless vs. butt end tubes, I feel that the purchaser of a motorcycle should be allowed his choice between the two; he is allowed his choice on casings, why not on the inners?

As regards the merits of the two, I must line up unequivocally with Stuart for the butt end type. My experience has been that it is harder to repair the endless type, besides which patches do not hold as well as the vulcanized repair you can put on the butt end tube at home.

Rathbun's theory is all right, but you know we ride motorcycles which are facts and not theories.

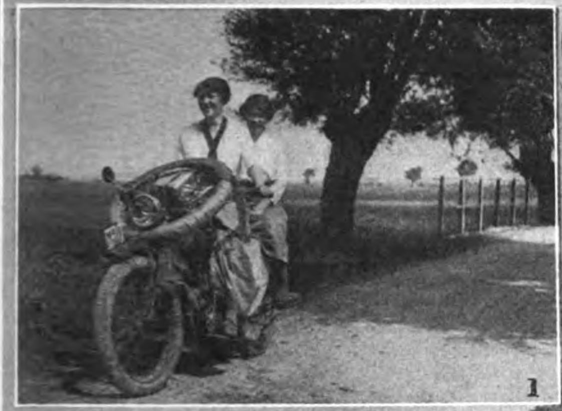
Yours truly,

FELIX FOWLER.

Pittsburgh, Pa.

How Swedish Enthusiasts Answer Call of the Road

The Attractiveness of the Costumes Is Worthy of Special Attention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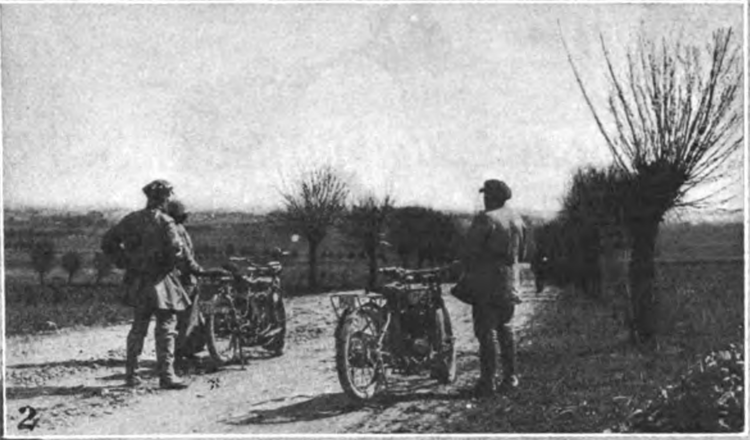
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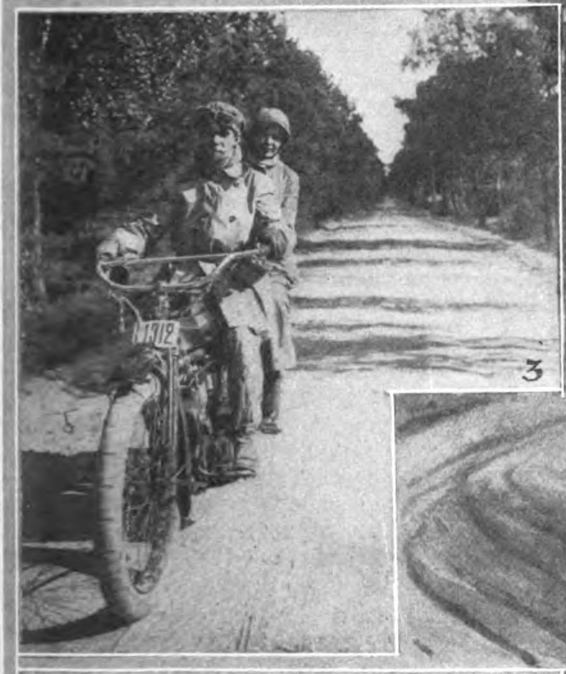
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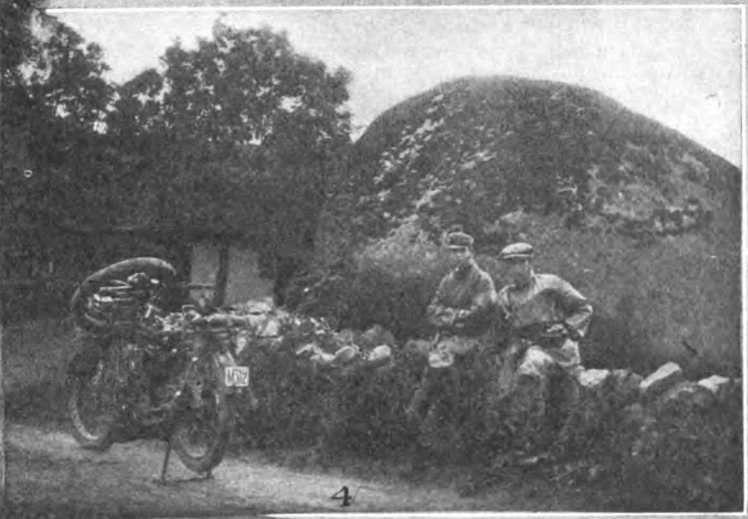
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THE above photos, which were forwarded by Ragnar Wessberg, of Trelleborg, Sweden, show characteristic country scenes and emphasize two points—that Sweden's fair damsels are taking to the sport with a vim, and that the problem of obtaining a costume that is serviceable as well as attractive has been satisfactorily solved.

Picture No. 1 shows two girl enthusiasts enjoying an impromptu spin on one of the excellent roads for which Sweden is renowned. It will be noted that the "flat" character of the country in this district makes it a simple matter to use the motorcycle in almost any kind of weather.

No. 2 gives a further insight into the "lay of the land," and introduces a tandem as well as a solo outfit. No 3 tells its own story of good roads and impressive scenery, and No. 4 shows the crew of a tandem machine at a spot which figures in one of the Swedish legends.

Photos 5 and 6 were taken early in the present winter, and are eloquent of the vast level sweeps of country afforded the motorcyclist, and of the picturesque simplicity of the villages.

While before the war, British, French and German motorcycles were in predominance in Sweden, our correspondent writes that quite naturally the American machine has made remarkable strides during the past couple of years.

The machines shown in the photographs are all American. Those shown in pictures 1, 3, 4, 5 and 6 are Indians while in photograph No. 2 an Indian and a Harley-Davidson are shown.

EDITORIAL

By J. Leo Sauer

Rehabilitating the F. A. M. Through State Units

GEORGE ELLIS, New York State F. A. M. Commissioner, is working along thoroughly sensible lines to rehabilitate the Federation. He is planning to rebuild by making the State body the foundation of the new structure. What is more, he proves himself a good architect by having his plans contemplate a *strong* foundation. At present State organizations either do not exist or they are very, very weak. With the F. A. M., the national body, no matter how capably officered, cannot prosper unless it is supported by efficient State units. There are many organizations in which this situation does not prevail, but there are some very good reasons why building from the State up is the better, and possibly the only practical plan, for a motorcycle association in this country.

* * *

Primarily, the very important matter of legislation is either a State or municipal problem. An F. A. M. member naturally feels that at least a portion of his contribution in dues should be placed in a State legislative fund. It is a fact that the apportionment of funds out of the national treasury has hitherto been made in such a way that the moneys were invariably expended where their use would produce the best results. Very few riders and dealers have anything like an adequate idea how much good the national body has been able to do in the many successful battles its representatives have fought in State legislatures and aldermanic bodies. Nevertheless, there is a growing sentiment in favor of making the State organizations self-sustaining, to the end that they may be in position to do their own legislative work. And to do this, they must of course have money.

* * *

Funds are required for numerous purposes other than merely legislative preparedness, as it were. For example, there is the matter of encouraging and promoting tours, more of a State than a national proposition. And from every other angle, as I have pointed out time and time again in **Motor Cycle Illustrated,** and in my talks to the trade and to riders, the State is the natural unit, and effective State organizations the salvation of the F. A. M.

* * *

Here's another angle. In the entire history of the Federation, to my knowledge, there hasn't been a single national convention at which as many as half the States were represented. In most instances, not more than six or eight States have been properly represented. There has never been a national assembly to compare with that ever memorable New York State convention in Saratoga four years ago. Nearly two thousand attended, and not one will ever forget it. It was representative, interesting, enthusiastic and result-productive. And there is no good reason why the success of that remarkable tour could not be duplicated in three-quarters of the States every year.

* * *

At the expense of being called a radical, I want to say that I favor the abolishment of the national assembly. I believe the national officers should be nominated by a committee consisting of one representative from each State, and then elected by popular vote of the entire membership. For each national office let the committee nominate, say, three candidates, and then every Federationist should have the privilege of making his own selection. In sum and substance, if we make the F. A. M. more democratic, it will quickly become larger and stronger. I am sure that President Falor is of the same opinion as I am on this subject.

* * *

Amendments to the constitution could also be made by popular vote, through publication in the trade papers. Amendments to the rules for competition could well be left to the Board of Directors, provided there could be a referendum vote in the event of an unpopular decision by the Board. As much of the work would be done by the State bodies, they should receive a substantial proportion of the membership dues.

* * *

The States have been seeking for years an opportunity to conduct their own F. A. M. affairs. I believe they should be given a chance. I am in sympathy with the movement because I believe that it's the right thing to do, and best for the national organization. Under the Falor leadership, if our President is not hampered by unfavorable conditions beyond his control, even a dozen efficient State units will accomplish wonders towards increasing the membership and developing the strength and influence of the Federation. This is no new theory of mine; on the contrary, for something like eight years have I advocated an enlargement of the powers and the opportunities of State bodies.

* * *

It goes without saying that it should be understood at the outset that every State official—and there should be four of them, the commissioner, treasurer, secretary and referee—should serve without salary. To pay salaries, no matter how small, to several hundred State officials would of course be impossible and absurd. Every cent of membership fees retained by the States should be applied for the benefit of the members of State. In most States, the revenue will be small, but in any event enough to enable the commissioner to organize his State and annual convention, without having to dig down into his own pockets.

* * *

We favor trying out this plan in New York State as a starter. In this connection, wouldn't this be a good idea? Suppose someone were to propose an amendment to the F. A. M. constitution and by-laws providing that in each State one-half of the dues of each member in excess of the present membership should be retained by the State; or, possibly better still, that when the membership in a State reaches a certain proportion of the State's population, then all of the dues from additional membership shall be retained by the State body. This will give the State officials a fine incentive.

LATE NEWS

WYOMING CONSIDERS MOTOR VEHICLE BILL

Provides for $2.50 Annual Fee and Is a Fair Measure—Leaves Sidecar Position in Doubt—One Plate Called For

CHEYENNE, Wyo., Feb. 19.—Motorcyclists of this state are backing the new motor vehicle measure which is now before the Wyoming Legislature and which is in most ways favorable to two-wheeler interests.

The measure provides for an annual registration fee of $2.50 for motorcycles and power driven bicycles, and a dealer's fee of $10 annually covering any number of machines.

Motorcycle registrations expire on the last day of the year; fees paid between January and April call for the full rate; between April and July $2; between July and October, $1.50 and for the balance of the year $1.

The measure prescribes the use of a single 3 by 6 inch license tag for motorcycles, a headlight and tail light. It calls for a maximum speed of 25 miles an hour on the open country roads and 12 miles an hour within the city limits. Driving licenses will not be issued to persons under 15 years of age and licenses from other states will be honored for 90 days.

The one weak point in the bill from the motorcycle standpoint is the fact that no mention is made of sidecar combinations.

ARMY DEMONSTRATION?

Biley, of Manila Army Station, Will Undertake Transcontinental Trip

SAN FRANCISCO, Cal., Feb. 19.—George W. Biley, Chief of the Transportation and Electrical Bureau of Supplies, U. S. Army Department, Manila, P. I., is on his way to San Francisco to undertake a transcontinental motorcycle trip.

Biley has notified J. D. Fraser, Harley-Davidson dealer that he has shipped his Harley-Davidson and sidecar on ahead and that will probably follow on the next boat.

While it is not definitely stated that that is the case, Fraser believes that the trip is to be undertaken in the interests of the U. S. Army.

GAS PRICE SOARS

Scarcity of Crude Forces Retail Price Up to 33 Cents in Gotham

NEW YORK, Feb. 19.—Gasoline has again hit the incline, the price this week being 33 cents a gallon at many of the garages in the Greater City. The lowest price reported was 28 cents and the gas sold there did not measure up to standard.

The cause of the rise is explained in oil circles as due to an increasing demand for crude oil which has forced the price of that commodity up to a new high water mark. It is freely predicted that with the coming of Spring and the increase of motoring occasioning a big demand for gasoline, the price will probably reach the 40-cent mark.

MILWAUKEE SHOW

Space Selling Fast at Motor Power Exhibit Promoted by Local Club

MILWAUKEE, Wis., Feb. 19.—Application for space in the Milwaukee Motor Power show to be held March 21 to 24 in the main arena of the Auditorium under the auspices of the Milwaukee M. C., are coming in in most gratifying style. Local firms who have signed contracts to exhibit to date are the Mueller Cycle & Supply Co., Harley-Davidson; the Badger State Motorcycle Co., Indian; A. O. Smith Co., Smith Motor Wheel; Leo Lippow, Thor; E. H. Kasten, Excelsior. Numerous accessory houses have taken options on space.

"The fact that portable motors aside from the motorcycle power product will be shown indicates that the Milwaukee show will be a big factor in creating motorcycle, lightweight and motor wheel sales prospects in an entirely new field," says Hugh Sharp, financial representative for the club in the project. W. C. Beebe, Auditorium building, Milwaukee, is business manager of the show.

GYPSY TOURS STRIKE INSTANT APPEAL

Chairman Crolius of Promoting Committee Flooded With Requests for Further Information and Promises of Help

MILWAUKEE, Wis., Feb. 19.—From the amount of interest already shown in letters received by Lacy Crolius, chairman of the Educational Committee, M. & A. T. A., in the proposed national Gypsy Motorcycle Holiday, June 16 and 17, it is evident that the project will be a big success.

Following the announcement of the committee's plans in **Motor Cycle Illustrated** a number of clubs made immediate application for additional information. "On behalf of the Columbine Motorcycle Club and our own firm, I wish to advise you that you can count on the help of local riders and ourselves in the Gypsy tour plans," says Hugh M. Lloyd, writing from Fort Collins, Colo. "We are for it strong. Issue us a number and give us instructions at your earliest convenience."

The Omaha Motorcycle Club, one of the largest organizations of its kind between the Mississippi river and the Rocky Mountains with a membership of about 100 active riders, says through its president, James C. Van Avery, "We are with you from start to finish."

'We will have 100 riders in this tour," he continues. "As ours is the only F. A. M. club in eastern Nebraska, it will devolve upon us to push the project in this part of the State. We are ready to do our share in making this tour a success and await orders from you. We have not yet decided on a route but it probably will be through Nebraska."

With characteristic enterprise, the New Jersey Motorcycle Club, through E. B. Holton, its secretary, promises that its town will be on the Gypsy national tour map with a tour, probably to Valley Forge.

Chairman Crolius has received the assurance of President Henderson of the M. & A. T. A. that the organization stands ready to give full support to the national Gypsy Holiday project and that Mr. Crolius can look to the association for clerical assistance.

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SILVEX ADDS TO LINE

SOUTH BETHLEHEM, Pa.—The Silvex Co., maker of the Bethlehem five-point spark plug is planning to broaden its line by the addition of motor car supplies and a new low-priced one point spark plug. Walter H. Lumpkin, who has been connected with the sales staff, has assumed the post of advertising manager with the Silvex Company.

ABERCROMBIE JOINS BAKER'S STAFF

World-Wide Known Naturalist and Sportsman Becomes Vice-President of Baker, Murray & Imbrie

NEW YORK, Feb. 19.—David T. Abercrombie, naturalist, angler, hunter and all-around sportsman, has joined the sporting goods house of Baker, Murray & Imbrie, Inc., at 10-15-17 Warren street, New York, with the official title of vice-president.

David Abercrombie's name is known wherever two sportsmen gather. His years of experience in the woods of this country, in the lonely places of Newfoundland and Labrador, in the steaming South American tropics, have given him a wealth of woodcraft that makes him an unquestioned authority on all outdoor affairs.

Mr. Abercrombie will have charge of all the camp goods, clothing, tents and fishing tackle departments of Baker, Murray & Imbrie, Inc., handling both buying and sales.

Patrons of the store may receive advice from him on all those perplexing questions of proper outfitting that beset every expedition, large or small.

When Theodore Roosevelt was planning his South American expedition, which was noted for the thoroughness with which it was eqiupped, he called David Abercrombie in to give him the benefits of his years of experience.

The Ziegler Polar and relief expeditions were both equipped by Mr. Abercrombie, and he was outfitter for the United States Department of State for many years, and has served the Canadian Government in the same capacity.

FOGARTY HONORED

Heads the Westfield Board of Trade; Has Long Been Civic Worker

WESTFIELD, Mass., Feb. 14.—Last night J. P. Fogarty, secretary and general manager of the Westfield Mfg. Co., was elected to the position of president of the Westfield Board of Trade. Mr. Fogarty has long been a worker for the business interests of the town. For the past year he has been holding the position of chairman of the Publicity Committee of the Board of Trade, and in connection with this committee, has been one of the prime movers in the work to boost Westfield—the Pure Food Town.

J. P. Fogarty

SLOSSON IN THE SOUTH

Cleveland Traveler Is Calling on Dealers and Showing Demonstrator

NEW YORK, Feb. 20.—Stewart Slosson, who recently joined the staff of the Cleveland Motorcycle Co., left New York a day or two ago for a business tour which will keep him in southern territory at least a month, and possibly six weeks. Mr. Slosson will stop at Richmond, Norfolk, Savannah, Jacksonville, Birmingham, Mobile, New Orleans, Tampa and Atlanta, and may find time to drop in on a number of the smaller places. He is taking a Cleveland lightweight with him on the trip and expects to do considerable riding when he gets below the snow belt.

To say that Mr. Slosson is optimistic over the outlook for Cleveland business in 1917 is to put it mildly, and he hopes to give motorcycle dealers in the South an entirely new slant on sales opportunities by presenting to them at first hand the special advantages of the lightweight. Mr. Slisson believes that the greatest need of the lightweight at present is a true appreciation of its scope, and he is making a point of explaining just how far the little fellows can be made to go in general service without getting into the field of the heavyweight.

SOUTH AMERICAN CLASSIC

Harley-Davidsons Capture Frist Three, Fifth and Eighth Places

BUENOS AIRES, Argentine, Feb. 18.—Harley-Davidson motorcycles won the South American road classic between Buenos Aires and Rosario today in decisive manner taking first, second, third, fifth and eighth places and incidentally establishing a new record.

The course of 275 kilometers (233 miles) was covered by the winner in six hours and 12 minutes. The field was a large one, many different makes of machines being represented.

THOR COAST CHANGES

Barton Resigns; Branch to Be Closed; Merry Distributor

SAN FRANCISCO, Feb. 15.—With the resignation of Z. Barton as manager of the San Francisco Thor branch a radical change in the Thor coast policy is revealed. The factory branch here will be discontinued and Thor distribution on the Coast will be handled by T. E. Berry, of Los Angeles, who will supply Thors throughout California, Nevada and Arizona, and who will take over the stock of the branch here in its entirety.

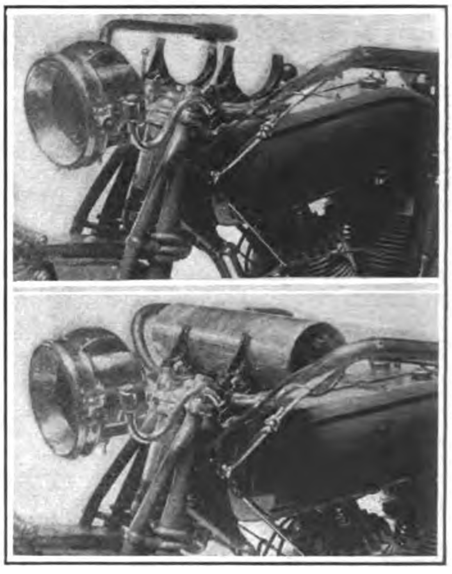
Sales Manager C. B. O'Hare, of the Thor, is on his way to the Coast and is expected to arrive the first of next week to put the final touches on the new distribution deal.

NEW PRESTO BRACKET

Min-it Mfg. Co. Offers New Design With Some Novel Features

NEWARK, N. J., Feb. 16.—Under the style "Min-it" Bracket, the Min-it Mfg. Co., 70 William street is offering a new combination lamp bracket and Prest-O-Lite tank holder for use on gas lighted motorcycles.

The feature of the device as the name would imply is the rapidity with which an empty gas tank can be exchanged for a new one; the complete operation is said to take less than sixty seconds for its accomplishment. The tank holding mechanism is simplicity itself, comprising a locking arm and cam, the latter being released, thus freeing the arm, only by the use of a special key. It is therefore quite impossible for some unauthorized tamperer to come along and relieve the rider of the main part of his lighting equipment.



"Min-it" Presto Bracket

In application, the bracket clamps securely to the handlebar, security against rotation being gained by the fitting of a lug. The attachment of the bracket can be done by anyone in a comparatively short space of time and with no trouble.

The bracket is the result of the combined designing efforts of a couple of veteran riders, each fully cognizant of the requirements of the average rider and who also realize the shortcomings of the usual method of attaching Prest-O-Lite tanks to the motorcycle.

For the present the bracket is offered only in type to fit the 1917 Indian, the lamp bracket being adjustable to take any make size or type headlight now on the market.

MERRY VISITS WESTFIELD

WESTFIELD, Mass.—Edwin F. Merry, distributor for Columbia bicycles for California, Arizona and Nevada, spent several days at the Westfield factory on his Eastern visit and placed carload orders for immediate shipment for various models in the replete Columbia line. Merry ordered with the first carload a shipment of 35 of the Columbia racing models, which is regarded by the factory as an assurance of big sales on the racer model this season.

SCENIC ROUTE FOR CAPITAL ENDURANCE

First Section of Course Ideal for Yonkers Riders but Return Will Test Their Stamina—Other Details

NEW YORK, Feb. 16.—Commenting on the course laid out for the endurance run he is promoting on June 10th, from Yonkers to Albany and back by another route, State Commissioner George A. Ellis states that while the up journey may bear a certain similarity to the oft reiterated "lead pipe cinch," the return journey will offer variety enough to tax the abilities and capabilities of the entrant to the utmost.

The course, which was mapped in the last issue of MOTORCYCLE ILLUSTRATED, leads North from Yonkers along the shore of the Hudson to Albany, the entire up-route being on state highway. From Albany, however, the course heads eastward embracing a section of Massachusetts and some of Connecticut, then back again to New York state; on this portion of the course, the state highways are few and far between, the hills many and both steep and winding so that perfect scores are liable to suffer some humiliation.

Aside from all idea of competition, however, Ellis has in the run made up a program that should be particularly appealing for the route leads through some of the most beautiful scenic sections of the East, and while the schedule calls for a rather rapid pace in order to complete the 300 miles, the riders who enter the run no doubt will be amply repaid for rigors encountered on the trip.

As has been said before, there are actually three starting points and no fewer finishing points. The Yonkers riders complete the circuit, riding North first to Albany and then back; the Poughkeepsie riders start in the same direction and at the same time, while a group of riders from Albany start south and complete the circuit in the same direction so that the three factions never meet.

STANDARDIZATION PLANS

U. S. Bureau of Standards May Ask for Screw Thread Legislation

WASHINGTON, D. C., Feb. 19.—At the call of the United States Bureau of Standards, representatives and technical experts from the Society of Automobile Engineers, the American Society of Mechanical Engineers and other bodies attended a hearing this week to look into the matter of establishing by law tolerances, clearances and allowances for the production of screw threads.

It is expected that with such a standard legalized, many of the difficulties incidental to the assembling of machinery and vehicles made for the Government will have been removed.

SAFETY MEETING

Rochester Public Service Commission Considers Grade Crossing Evils

ROCHESTER, N. Y.—At a meeting a few days ago of the Public Service Commission plans were discussed for giving greater safety to motorists and other road users at grade crossings. It is now proposed that the Public Service Commission be given power to order the removal of obstructions to vision at grade crossings, and the expense to be apportioned equally upon the State, municipality and railway. It is also the intention to furnish all crossings with standard signs and warnings, illuminated at night, and the program also includes the erection of a standard sign along the highway, at least 500 feet from each grade crossing.

GOODRICH PATRIOTISM

Akron Company Will Place Organization at Service of Government

AKRON, O.—At a special meeting of the B. F. Goodrich Co., President B. G. Work was authorized to convey to the government an offer of the entire resources of the company in any emergency in which they can serve the country.

The offer includes the services of 125 branches of the Goodrich organization, located in all the important cities of the United States and the National Touring Bureau, which would facilitate the movement of motor truck trains or troop-laden fleets of motorcycles and motor cars to any point. As is well known, the Goodrich company manufactures rubber blankets, boots and shoes, waterproof clothing and other rubber products, in addition to tires, thus giving the government resources not available to any other nation.

FLYING SQUADRON

Bridgeport Police Force Uses Sidecar Combination to Good Effect

BRIDGEPORT, Conn., Feb. 19.—The Bridgeport police force has a "flying squadron." It's a motorcycle-mounted hurry up squad of bluecoats that has given a fine account of itself during the past year, especially during the few days preceding the last election when the squad was rushed off to various parts of the city to break up unlicensed parades which verged on the riot.

The machine used by the squadron is a Harley-Davidson with sidecar, and it carried, as a rule, three men, although it has on occasion been pressed to carry four and even five. During the year the outfit has covered better than 20,000 miles. It is used on all sorts of traffic duty, complaints, and also answers all fire alarms in the city, being equipped with ropes for fire lines, as well as crowbars, Pyrene extinguishers and an ax.

As a result of the showing made by this single outfit, the Bridgeport police department has placed orders for two of the 1917 outfits for use during the coming season as well as five solo motorcycles.

FOURTH CLASS IN SESSION

Another Squad of Harley-Davidson Boosters Undergoing Training

MILWAUKEE, Wis., Feb. 16.—The fourth class in the Harley-Davidson training school course is in session, with an enrollment of 14 men representing Harley-Davidson stores from all parts of the country.

The "Scholars" in attendance at the present session are: C. W. Kingsley, Plainfield, Conn.; H. V. Campbell, La Crosse, Wis.; Wm. Dorsett, Alton, Ill.; H. G. Johnson, Rockford, Ill.; E. H. Lueck, Chippewa Falls, Wis.; J. Duncan, Birmingham, Ala.; H. L. Moore, Big Springs, Nebr.; F. G. Capener, Baraboo, Wis.; Wm. L. Novotny, Iowa City, Iowa; A. J. Terhune, Hackensack, N. J.; A. Miller, Port Arthur, Texas; C. Shiller, McPherson, Kans; Chas. Norman, Hibbing, Minn., and F. Odegard, Hibbing, Minn.

The regular program as outlined for the three previous training classes is being used.

The fifth and last class begins February 26th.

POLICE DEPT.

Bridgeport's "Flying Squadron" Division of the Police Department

What's Ahead of Us

March 4.—Bakersfield, Cal., hill climb; the Bakersfield M. C. on Tice's Hill.

March 11, Newark, N. J.—One hundred mile non-stop contest of the New Jersey M. C. for sidecars only.

March 18.—Moundsville, W. Va.; annual endurance run of the Moundsville M. C. to Zanesville, O., and return.

March 21-24, Milwaukee, Wis.—Motor Power Show promoted by the Milwaukee M. C.

March 22-24.—Indianapolis, Ind.—Third annual cycle show of Indiana Cycle Association in Tomlinson Hall.

May 10, Uniontown, Pa.—Race meet on speedway, auspices of Speedway Association.

May 13.—Bronx, N. Y.; third annual endurance run Crotona M. C., to Monticello and return; rain or shine.

May 30.—Los Angeles, Cal.; annual endurance run of the Los Angeles M. C. to San Francisco and return.

May 30, Newark, N. J.—Tenth annual endurance run of the New Jersey M. C.; 320 miles in 16 hours of continuous riding.

June 10.—F. A. M. run in this section, starting from Yonkers, N. Y., Poughkeepsie and Albany; promoted by Commissioner George Ellis.

June 16-17.—Worcester Mass.; sixth annual twenty-four-hour endurance run of the Worcester M. C.

June 16-17.—Milwaukee, Wis.; fifth annual goodfellowship tour, Milwaukee M. C.

June 16-17—Gypsy tours, starting points and routes to be announced later. Promoted by Motorcycle and Allied Trades Association. Information from Lacy Crolius, c/o Harley-Davidson Motor Co., Milwaukee, Wis.

July 1, 2, 3.—Grand Rapids, Mich.; tour of the Jack Pines, annual endurance run of the Grand Rapids M. C.

July 4, Uniontown. Pa.—One hundred lap race, 112 miles, for motorcycles, at speedway.

Sept. 3, Uniontown. Pa.—Race meet at speedway, auspices of Speedway Association.

WHEELING M. C. HAS MILITARY TESTS

Club Riders Figure in Various Kinds of Drills and Also Foil a Party That Attempts to Place a Dummy Bomb Near a Public Building

WHEELING, W. Va.—The run of the Wheeling M. C. which was scheduled for Washington, Pa., was postponed from Sunday, February 11, owing to the fact that the club members are now devoting all of their spare time, including Sunday afternoons, to taking lessons in preparedness. Last Sunday afternoon was given up to a series of manoeuvres on handling a motorcycle in warfare under fire, with special attention given to the vital point of protecting the gasoline tank while riding through a firing zone.

Another preparedness program was staged on Sunday, February 18, when the club members drilled with their machines, and also figured in a "bomb plot." In connection with the latter stunt, several of the riders attempted to place a dummy bomb near a public building, while the other members of the motorcycle corps were lined up to prevent the bombing operation and arrest the bomber. According to latest reports the bomb plots did not get very far, the motorcycle guardians being too numerous and too alert to permit of the fictitious anarchist getting near any public building.

The Wheeling club has completed all arrangements for a supper and social to be given at the club rooms for the members of the Ladies' Aid Society. The ladies have assisted the boys on several occasions and the club has taken this means of showing its appreciation.

PLANS MILITARY BODY

President of Manchester Club Will Perfect Squad of 250 Trained Riders

MANCHESTER, Conn., Feb. 19.—Ward J. Atwood, president of the Manchester M. C. is planning the organization of a military motorcycle squad 250 strong, the services of which will be offered to the Government in the event of a serious crisis.

Atwood was a member of the Plattsburg "rooky" camp last summer and he believes that with the aid of a couple of other club members who are versed in military matters, a squad can be recruited and drilled to a state of real miltiary efficiency.

ABBOT WANTS THEM

Adjutant-General of Rhode Island N. G. Recognizes Motorcycle's Field

PROVIDENCE, R. I., Feb. 19.—Because the Federal Government makes no provision for the use of motorcycles in its National Guard system in this State, the machine is not officially recognized by the military department here.

However, satisfactory tests of the machines as a war implement was made here last summer before the sending of the troops to the border, and Adjutant General Charles W. Abbot believes in the motorcycle for many purposes. He informed the correspondent of **Motor Cycle Illustrated** that there were several men in the companies about the State who own their own machines and that they had been put to good use at Quonset Point here. These members were cavalry men and they were allowed to use their machines in place of horses. They were assigned to such work as messengers, postmen, despatch bearers and the like, and it was found that they had the horse discounted from every angle.

IN OHIO GUARD SERVICE

Machines on Border Prove of Such Value that Troops Want Them

COLUMBUS, Ohio.—The Ohio National Guard, in its preparation for the coming mobilization of forces is turning its attention to the use of motorcycles. Coupled with this tendency is the word that comes back from the border where five or six regiments of Ohio troops have been stationed, telling of the many uses of motorcycles in various branches of the military service.

When the Ohio troops left Camp Willis for the border they had perhaps half dozen motorcycles, which were used for carrying dispatches. With their camping near El Paso, the need of motorcycles for intercommunication was seen at once and the Government furnished a number of machines for the use of each unit.

COOK'S BIG JOB

Former Pacific Coast Manager Now Director of 120 Goodrich Branches

AKRON, O.—C. E. Cook, former manager of the Pacific coast branch of the B. F. Goodrich Co., has been advanced to the capacity of director of the 120 Goodrich branches in the country.

The Goodrich folk have announced that 38 new stores will be opened between now and March 1, and the men who are to manage them have been in Akron for the last two months getting acquainted with the company's products and business methods.

MOTORCYCLE SQUAD OF 71ST EXPECTS CALL

NEW YORK, Feb. 19.—Members of the Motorcycle Battery of the 71st Regiment, N. Y. N. G., which saw a couple of months of Mexican border duty last summer, have received notice to hold themselves in readiness for the call at any minute.

It is expected that the 71st men will be mustered in to relieve the members of the First Motor Battery, 22nd Engineers, who are guarding the course of the new aqueduct from Van Courtlandt Park all the way up to Tarrytown. In other quarters it is rumored that the 71st motorcycle men will be detailed to keep open communications between regimental detachments which are stationed to guard bridges and other public works throughout those counties which border on the Hudson.

FIRESTONE AGAIN ADDS TO PLANT

AKRON, Ohio, Feb. 19.—Once again Firestone is going to add to its plant. Plans have been filed with the building department for a new five-story building to be erected south of the present plant.

ELLIS WANTS NO OUTLAW BODY

His Plans for State Organization Have Been Misinterpreted in Some Quarters—Makes His Stand Plain

NEW YORK, Feb. 5.—That letter bidding for the support of a state organization of motorcyclists which State F. A. M. Commissioner George A. Ellis sent out last week to motorcycle clubs throughout the state has been misinterpreted in some quarters, according to Ellis.

It was made plain in the letter that it was not the intention of the promulgator of the plan for organizing a state body on a firm basis to launch an "outlaw" movement. Ellis is an F. A. M. official and a loyal Federation man and has no desire to start any movement that will tend to embarrass the big national body.

On the other hand, it is his intention in launching the state body to cement the motorcyclists of the Empire State together even more firmly than they are now for the support of the national federation. His view of the matter is that a local and more mobile state body can do more for its members than the big unwieldly national affair in the way of promoting contests and keeping up the general enthusiasm in motorcycling.

Desires Strong Organization

At the same time, the prestige coming of the bigness of the national body is absolutely needed in order to assure fair play to riders throughout the country. Ellis desires, therefore, to have his state body well organized before the next convention of the national body so that steps can be taken at that meeting to put through proper amendments to permit of the state organization retaining half of the initiation fee and dues collected for membership in the F. A. M. for use in promoting local events and stimulating enthusiasm in motorcycling circles.

In an open letter to some of the folks who have criticised his plan, Ellis makes his position plain. The letter follows:

Fellow Motorcyclists:—

I have received at least one letter in answer to my call for the formation of a strong state organization that leads me to believe that my aims are being misunderstood in certain quarters.

I wish it known to every member of the F. A. M. that I am a *true* and *loyal* member of the F. A. M., and have no intention of putting the F. A. M. "under cover" as has been implied.

Riders Need the F. A. M.

I am for the F. A. M. first, last and all the time; but I believe in justice. The F. A. M. cannot get along without its riders who pay from $1 to $2 each year, and the riders cannot get along without the F. A. M., that is to say on the competition end of it.

I believe that the riders of each state should derive some direct benefit from the money they put into the F. A. M., and in order that that may be done, I think that 50 cents out of each dollar taken in should be returned to the state organization, so that each state could hold at least a set of "State Championship Races," and also an Official State Endurance Run, the prizes to be paid for out of the state organization treasury.

The state organization should have its own competition chairman and committee, and have a set of competition rules, which would in no way conflict with the rules now enforced by the national body. Also, have the state divided in say six sections, with a referee appointed for each section. I believe that we could find enough *real true* sportsmen in the motorcycle game who would act as referees without compensation, aside from expenses to and from the destination, in fact no office holder should receive a salary, the office being purely honorary.

Each and every member of the organization in good standing should have a chance to vote at the election of officers, and those who are unable to attend the convention could send in a card, previously received from the state secretary, with his choice of candidate. In other words, the election of officers should be by mail vote.

I would appreciate having returned at the earliest possible date my letter of appeal to clubs and local commissioners. I wish also to commend Brooklyn Commissioner Newbourg for his promptness in returning his letter, and the list of supporters he obtained, which is indeed gratifying to me, promising a bright outlook for the proposed state organization.

G. A. ELLIS,
F. A. M. State Commissioner, New York.

FOR NEW YORK STATE MOTORCYCLISTS

I AM in favor of the organization of a New York State body of motorcyclists, under the jurisdiction of the F. A. M., for the purpose of safeguarding and advancing the interests of riders in every way possible, and will give my active support to such a plan. I understand that the proposed State association is not in conflict with the F. A. M. in any way, and that it is being launched simply with the idea of concentrating the forces in New York State so that they may be employed as a unit in the furtherance of any movement designed to improve conditions for motorcyclists—on either a State or National basis.

Name ....

Address ....

F. A. M. Number ....

After filling in the blanks clip out the coupon and mail it to

GEORGE ELLIS,
57 Caroline Ave.,
Yonkers, N. Y.

COAST DISTRIBUTION OF CYGNET

McKay Makes Arrangements With Cream of Western Trade to Handle Rear Car; On State-Wide Trip

LOS ANGELES, Cal.—Arrangements for the distribution of the Cygnet Rear Car on the coast have been completed through the biggest of the motorcycle dealers and distributors here.

Coast Harley-Davidson dealers will be supplied with Cygnets through the Appeal Mfg. & Jobbing Co., Indian dealers in the territory supplied by the Pacific Motor Supply Co. will receive Cygnet in both pleasure and commercial types through the Pacific company.

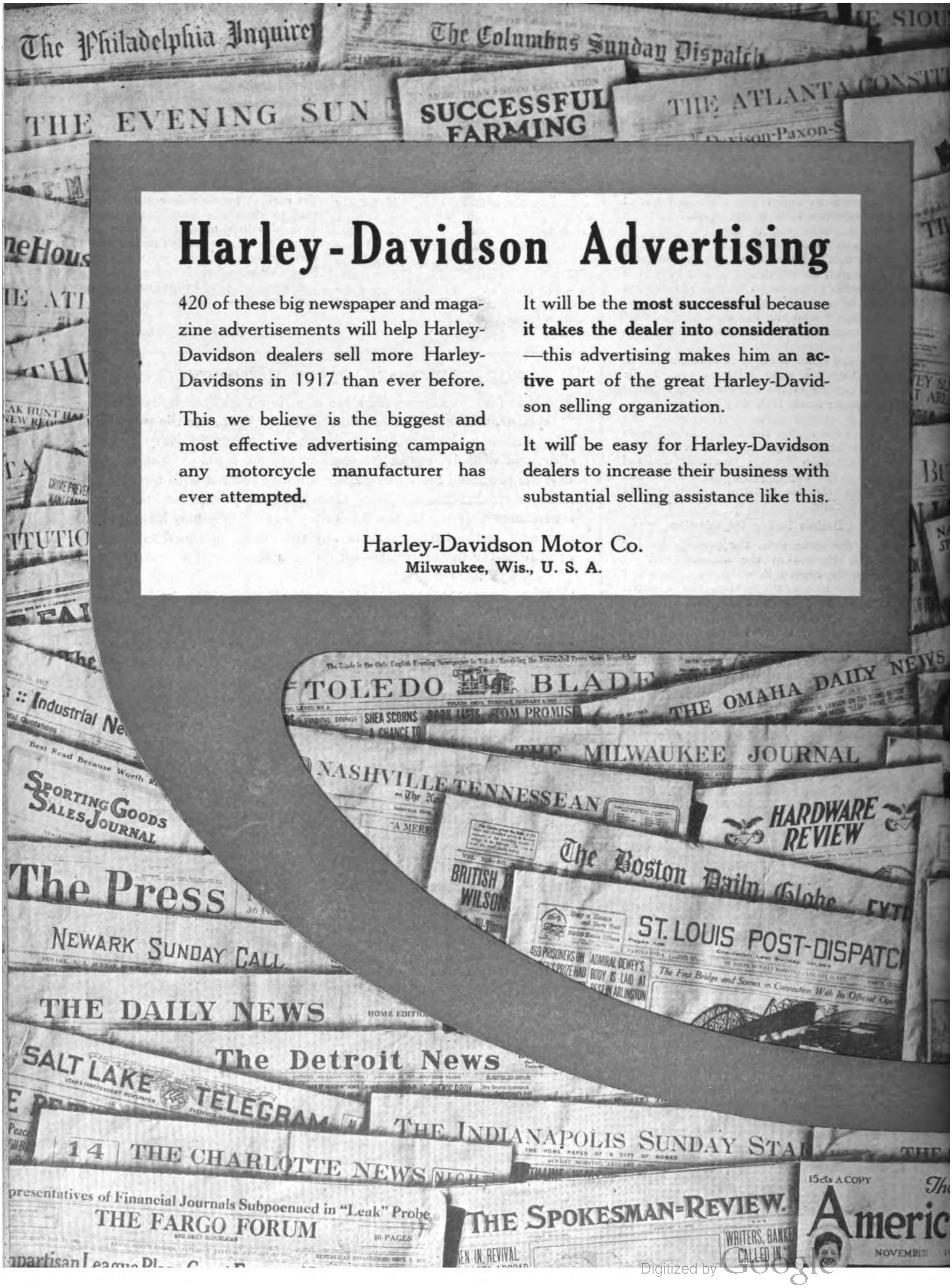
Other Distributors

Arrangements have been made with T. E. Berry to handle the distribution of Cygnets for Thor machines; the Henderson Motorcycle Sales Co. for the Henderson which they handle; John T. Bill for Reading-Standard motorcycles while the Goudy-Hoffer Co. will energetically push the sale of Cygnets for use in connection with Excelsiors throughout the territory which it controls.

These arrangements have been completed as a result of two months of missionary work in this field by H. E. McKay, western representative of the Cygnet Rear Car Co. Having made these arrangements for state-wide and in some cases coast wide distribution of the rear car, McKay starts this week for an extended trip throughout the state with a demonstrator to bring the attention of the outfit to all the dealers in this territory and to impress upon them the possibilities for future sales of the Cygnet in their territories. In connection with McKay's trip, a big Western advertising campaign has been launched and arrangements have been made to carry on hand a complete stock of Cygnets for all makes and models to ensure immediate deliveries throughout the great coast territory.

MERCER BUYS OUT PARTNER

SEATTLE, Wash.—F. W. Mercer is now handling alone the company which traded until recently as Mercer & Munsell. Munsell has disposed of his interest to Mr. Mercer, but is still connected with the house in a sales way. Indian motorcycles and a line of bicycles are carried.


The Philadelphia Inquirer
The Columbus Sunday Dispatch
THE EVENING SUN
SUCCESSFUL FARMING
THE ATLANTA CONSTITUTION
TOLEDO BLADE
THE OMAHA DAILY NEWS
Industrial News
THE MILWAUKEE JOURNAL
NASHVILLE TENNESSEAN
Sporting Goods Sales Journal
HARDWARE REVIEW
The Boston Daily Globe
The Press
ST. LOUIS POST-DISPATCH
NEWARK SUNDAY CALL
THE DAILY NEWS
The Detroit News
SALT LAKE TELEGRAM
THE INDIANAPOLIS SUNDAY STAR
THE CHARLOTTE NEWS
THE FARGO FORUM
THE SPOKESMAN-REVIEW
American

Harley-Davidson Advertising

420 of these big newspaper and magazine advertisements will help Harley-Davidson dealers sell more Harley-Davidsons in 1917 than ever before.

This we believe is the biggest and most effective advertising campaign any motorcycle manufacturer has ever attempted.

It will be the **most successful** because **it takes the dealer into consideration**—this advertising makes him an **active** part of the great Harley-Davidson selling organization.

It will be easy for Harley-Davidson dealers to increase their business with substantial selling assistance like this.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

FLOWS UP STRIFE AT 'LEAK' PROBE
TY TRIBUNE
THE KANSAS CITY STAR.
THE DENVER POST
THE PITTSBURG PRESS.
10 SECTIONS
END OF MAZIE COLBERT
CYCLE
LY OKLAHOMAN
MOTORCYCLING AND BICYCLING
CHICAGO U.S.A.
6 P M
LATEST WAR NEWS
THE BIRMINGHAM LEDGER
LATEST BY WIRE
BICYCLE NEWS
Authority
The Anaconda Standard
Hardware Age
THE CHICAGO DAILY NEWS
The World.
News and Observer
The Only Morning Newspaper Published in Butte—It Covers the Entire Northwest
THE BUTTE MINER
SENATE TALK ON WIL SPEECH HALTED; IT COME IN EXTRA S
O EVENING NEWS.
FINAL EDITION
POPULAR MECHANICS MAGAZINE
CANADIAN MOTOR-CYCLE AND JOURNAL
Sporting Goods Dealer
The Dallas Morning News
RECREATION
Circulation This Issue 165,000 Copies
Farm Life
AMERICA'S GREATEST FARM MAGAZINE
January 1917
HUNTER TRADER TRAPPER
UTER'S Book
THE IN
IS STAR
E LOUISVILLE TIMES
SPORT PAGE
STAR'S
WILLIAMS LOSES IN TITLE SCRAP TO KID HERMAN
SCORES 2 KNOCKDOWNS
HOPPE TO BRING CUE STARS HERE
The Sun
THE HOUSTON POST.
Bicycling World
NEW YORK
February
Popular Science Monthly
15 Cents
L DAILY NEWS
EGON CHR
$1.50 A YEAR
Boy
The Boys' Magazine
ht On the Drives
BASKETBALL
HOU
PO
POLIS STAR
WEDNESDAY, JANUARY 10, 1917

Get A Motorcycle This Spring

Fill every leisure moment with keen, healthful enjoyment. Learn to know the swiftly passing panorama of the city streets—the beauty of the wild places—the supreme joy of motorcycling that wipes out the cares of yesterday and the problems of tomorrow. Get a

Harley-Davidson

Then you, too, will know the incomparable sensation that comes to him who can go anywhere any time, either at a loitering pace or with the speed of the wind—at will. Don't overlook motorcycling this year. It will open to you a new world of recreation. And be sure that your mount is a Harley-Davidson, for more than 15 years the "Master Motorcycle" and this year better than ever.

Spring will soon be here. Find your dealer's name in the list below and ask him about the new Harley-Davidson.

Come in and let us show you the "Master 17"

Harley-Davidson Motor Co., Milwaukee, Wis.

PERKINS BECOMES M. & A. T. A. MANAGER

Westport Man With Promotion and Advertising Experience Assumes Important Post With Motorcycle Trade Body

NEW YORK, Feb. 15.—D. G. Perkins, of Westport, Conn., not heretofore connected in any capacity with the two-wheeler trade, was selected as manager of the Motorcycle and Allied Trades Association at a special meeting of the Board of Directors at the Hotel Astor yesterday.

The selection of a man for the post, which is one of prime importance, was left pretty much up to A. H. Bartsch, one of the most active members of the Board, and after interviewing applicants and aspirants for the past three weeks Bartsch eliminated practically all except Perkins and left it up to the Board for the final selection.

Those present at the meeting of the Board of Directors, which meeting, by the way, was postponed from Monday last until Wednesday to meet the convenience of a few who could not attend were: President, T. W. Henderson, Henderson Motorcycle Co.; Frank Weschler, Hendee Mfg. Co.; H. E. Haws, Firestone Tire & Rubber Co.; E. Theurer, Reading Standard Co.; Dan R. Walls, Splitdorf Electrical Co., and A. H. Bartsch, Bosch Magneto Co.

Perkins comes to the position with a vast fund of experience in promotion work in other lines of trade, as well as a broad advertising experience, both of which qualifications are deemed more necessary by the Board of Directors than an intimate knowledge of two-wheeler affairs. As a matter of fact the Board went out of its way, so to speak, in order to bring in a man from another trade so that he would assume the post unharassed by former trade connections which might in time embarrass him or give rise to the thought that they were guiding his movements.

WOODRUFF OUT OF O-KAY

BROOKLYN, N. Y., Feb. 20.—Lee S. Woodruff, president and sales manager of the O-kay Mfg. Co., Inc., maker of O-kay bicycle motors, has severed his connection with that concern. Woodruff has gone into the automobile business and become identified with a manufacturer of motor trucks and farm tractors in the capacity of sales manager.

INDIANAPOLIS SHOW IN MARCH

INDIANAPOLIS, Ind., Feb. 20.—The Indiana Cycle Show Association, which comprises W. F. Sturm, F. C. Baldridge and J. C. Carr, has decided to stage the third annual Indianapolis two-wheeler show on March 23 to 24, inclusive; the exhibit will be held in Tomlinson Hall. Practically all of the local dealers have contracted for space at the affair and many manufacturers, especialy accessory folk, have promised to lend the movement their full support.

MANY F.-N.S FOR HOLLAND

NEW YORK, Feb. 19.—Irving Beck, who handles sales in the East for the Fentress-Newton Mfg. Co. and Rogers Mfg. Co., has just made a shipment of 235 F.-N. tandem seats to the Holland firm of Stokvis & Zohner. This is only one of a number of similarly large orders placed by the concern during the past year.

VICTOR INCORPORATES IN N. Y.

NEW YORK, Feb. 19.—For the purpose of dealing in motorcycles, bicycles, supplies, etc., the Victor Cycle & Auto Co., Inc., has taken out corporation papers under New York laws with an authorized capitalization of $10,000. Those behind the venture are H. J. Neuschafer, C. A. Ashley and Daniel J. Dowling.

HARLEY-DAVIDSON IN MAYSVILLE

MAYSVILLE, Ky.—Williams & Phillips is the name of a new concern formed for the purpose of handling Harley-Davidson motorcycle and bicycle sales throughout this district. The sales end of the business will be watched by Dr. Phillips, while Williams will take care of the repair and service departments.

FRANK BLANCHARD DIES IN AKRON AFTER OPERATION

The Late Frank C. Blanchard

AKRON, O.—Frank C. Blanchard, assistant sales manager of the Firestone Tire and Rubber Co., died at the City Hospital in this city February 12, after an operation which had been performed the preceding Friday. Mr. Blanchard, was was 35 years of age, was born in Akron of New England parentage, and went to work for the Whitman & Barnes Mfg. Co. at 17. He quickly demonstrated his worth in the sales division, and in 1911 was called to the Firestone company as assistant sales manager.

Mr. Blanchard, who stood very high in popularity as well as in knowledge of the rubber industry, is survived by his widow and two children.

FRISCO TRADE ITEMS

Bente Remodels Store; Out-of-Town Visitors; Kenney Connects

SAN FRANCISCO, Cal.—Fred H. Bente, Excelsior agent, has painted the floor and walls of his display window an attractive red which shows off the large gray green machine to advantage. Things are going satisfactorily in the Excelsior shop, orders being very good for the season, with the prospect of a substantial increase when the weather settles.

J. Fink, Harley-Davidson agent of Stockton, rode down to San Francisco last week, with his wife using a sidecar. The road and weather conditions were excellent.

Walter Johnson and wife of Modesto drove to San Francisco last week for a several days' visit on business and pleasure. Mr. Johnson has the Harley-Davidson agency in Modesto.

The Pacific Motorcycle Supply Co. has secured the services of Dave Kenney, the Los Angeles rider. Kenney is on a trip down the coast demonstrating the Light Twin Indian to the dealers in Santa Clara and Santa Cruz counties.

CLEVELAND SERVICE SYSTEM

LOS ANGELES.—Ten hours of repair and readjustment service within six months of the date of purchase will be given on each new Cleveland motorcycle purchased of the Weinstock-Nichols Co., California distributors. The plan is worked out on the coupon service book idea adopted by some of the leading automobile distributors, and said to have been originated in Los Angeles by the Packard agents. Paul J. C. Derkum, who owns a Packard car, worked out the scheme to apply to the Cleveland business of the Weinstock Nichols company of which he is Southern California sales-manager.

IS THIS A SALES RECORD?

SAN FRANCISCO, Cal., Feb. 13.—Laudenclos & Angwin of the Motorcycle Sales Co., Henderson agents, claim this as a record for rapidity in landing a sale. Last week a sailor wandered into the store and in three minutes he was speeding on his way to the bank in Angwin's sidecar to get the money for his new Henderson. He had never ridden a machine, but after a short lesson was able to handle the motorcycle in good shape, covering 175 miles Saturday, the day after the purchase. He will take the motorcycle with him on his sea voyage to use for sight seeing while on shore leave.

CLEVELAND HEADWAY IN OAKLAND

OAKLAND, Cal., Feb. 13.—Neal Cochran, manager of the motorcycle department of Wienstock-Nichols, Cleveland agents, has sold eighteen Clevelands since the agency was opened the first of the year. A large number of these sales have been to small grocery store keepers.

BAKERSFIELD HILLCLIMB MARCH 4

BAKERSFIELD, Cal.—The Bakersfield M. C. will hold a hill clmb at Tice's Hill on Sunday, March 4, and cash prizes will be given by the local dealers. The committee consists of Messrs. Gilmore, Johnson and Grisdale.

A Few Spare Links

By E. B. HOLTON

KEEP calm now, fellows! Spring is only a few weeks off now. Spring with those lazy warm days that make you long to ride and ride with never a stop.

It's all that talk of this year's endurance run or the Gypsy Tour plan that has you going, old man. So polish up the old bus or haunt the agency for your new motorcycle. It's the only relief we can suggest until the roads are really presentable.

Every once in a while a spell of moderate weather hits these parts and you can hear those lads sigh and moan when they tell how they asked for an April 1 or April 15 delivery. Sure is a little bit of Hades to be motorless when the riding fever hits you hard.

Listen to this and write the moral yourself. Rutherford's folks always pestered him from the first day he owned a motorcycle about the danger of riding "one of those things" and begged him to buy an automobile, "it is so much safer." After three years of motorcycling he yielded to their entreaties and bought himself a 1917 "fliver."

The second time he took it out he got in a mix-up and emerged from the wreck with a busted collar-bone and a battered near-auto. The one consolation he has, he says, is that there's not a peep out of the relatives about the dangers of motorcycling nowadays.

By appointing R. S. McConnell of Cleveland as F. A. M. Competition Chairman in the place of John L. Donovan, President Falor gives impetus to the idea that he is striving to bring the riders organization back to its former high plane in the eyes of those who follow the grand old sport of motorcycling.

"Mac," as he is called by those who know him well, refereed many a race-meet and endurance run for the Ohio State F. A. M. when it was a live and going organization.

Take it from "Robby," Jake, Jes Campbell or Freddy Stierhof, "Mac" is fair and ever on the job, too much so at times. How about the time the Yale team showed up at the start of an endurance run with an opening cut where the two exhaust pipes met, an improvement over the designer's idea? Did they get by with it? Not the way Robby tells the tale.

The big puzzle contest has gotten way over our head, so we feel in the humor of staging an easier one. Our first puzzle appears below and we offer a prize to all who solve it correctly.

Here it is—

We are booming along through the park, on our new '17, feeling pernickity and we swing into a curve about 35 per. Suddenly we note a big car heading for us, taking rather a wide turn. We edge over to the side of the road, hit a frozen puddle—then what happened?

A nice second hand engraving of the Father of Our Country will be sent to all who send in correct answers.

Hill-climbs as a popular form of competition for motorcycle riders seem to be gaining in favor and the 1917 season will see quite a number of these events promoted all over the country.

Hill-climbs are spectacular; also exciting. There is plenty to interest both the contestant and the spectator, but to make a climb really worth while a grade that is almost impossible of ascent should be chosen. Then the competition is the more keen.

When the grade is less than 25 per cent, it would be better to stage a flexibility contest, a form of road competition but little heard of in this country.

A simple form of this type of contest is to divide the hill in half, stationing a timer at the bottom; half way up and at the top of the hill. Make the contestants ride the first half as slow as possible and the last half as fast as possible, then work out the winner from the widest range between the two times. Simpler yet, would be to climb the hill from bottom to top at one speed, then the second time just the opposite, awarding first place as before mentioned to the rider whose time varied the most.

In an event of this kind the skill of the driver as well as the flexibility of the motor would be brought out wonderfully.

REORGANIZING CLUB

Western M. C. of Denver Will Be Put on Active Footing; to Name Officers

DENVER, Colo., Feb. 19.—The Morey Supplies Company, 1448-52 Larimer street this city, Thor and Reading Standard motorcycle dealers, have sent out a call for a meeting of riders to be held next Thursday night, in the clubrooms above its store. In former years these rooms have been occupied by the Western Motorcycle Club, which organization is backed by the Western Supplies people, and now it is the intention of the concern to reorganize the club and getting it in working order for the spring and summer months.

Every motorcyclist in the city has been invited to attend the meeting, which is to be called to order at 7:30 Thursday evening, and it is possible that officers will be elected for the year. A goodly number of Sunday runs are already being planned by those back of the club.

F. A. M. BREVITIES

DURING the past two weeks Secretary G. B. Gibson, of the F. A. M., has sent club literature to the following inquiries: G. C. Woods, 112 W. Spruce street, Missoula, Mont.; B. E. Zerby, Allensville, Pa.; E. C. Pukies, 66 Wolcott St., Brooklyn, N. Y.; F. F. Donovan, 317 Marin St., Vallejo, Cal.; M. C. Weimer, Wine and Pittsburgh Sts., S. Connellsville, Pa.; W. J. Teubner, 208 N. Main St., Dayton, O.; Frank Connor, Diamond Block, Helena, Mont.; Elwin Safford, 109 E. Main St., Corry, Pa.; A. J. Henderlong, Main St., Crown Point, Ind.; W. D. Pratt, 513 Baltimore St., Brownsville, Pa.; Fred Hagan, 531 Sixth St.; Carlstadt, N. J.; and F. L. Tempelmeyer, R. F. D. No. 4, Denison, Tex.

The latest club to affiliate with the national body is the Granite City M. C., No. 612, of which Dan M. Jones, 820 D St., Granite City, Ill., is secretary. The club brought in 15 members on a 100 per cent. F. A. M. basis.

The F. A. M. registered shop list has just been increased by the addition of Henderlong Brothers, of Crown Point, Ind.

The winners in the membership contest for the last two weeks are as follows: February 10, Fred D. Parkers, 1820 D St., Granite City, Ill., with 15 to his credit; February 17, J. J. Vestry, 709 R. R. Ave., Douglas, Ariz., with nine to his credit.

SUPPER FOR PROVIDENCE M. C.

PROVIDENCE, R. I., Feb. 18.—The annual Dutch supper of the Providence M. C. was held at the club rooms today, there being about 100 male members of the organization present. The afternoon was enjoyed by the men in eating, and listening to an entertainment provided by a local cabaret master. The feed consisted of such things as sauerkraut, frankfurters, doughnuts and coffee, pickles and cigars.

READING CLUB TAKES IN THREE

READING, Pa.—The Reading M. C. elected three new members, received one proposition and made preparations for a dance in Odd Fellows' Temple on St. Valentine's night.

DISPATCH RIDER McNEAL LOSES A LEG

Former Bicycle Star Is Injured in Collision While Riding Motorcycle With Imperial Motor Transport "Somewhere in France"

OTTAWA, Ont.—Official intimation has been cabled from the London War Office to the Canadian War Records office, Ottawa, that Private J. A. McNeal, Imperial Motor Transport, has lost a leg as a result of an accident while engaged in despatch riding. Private McNeal is none other than Jimmie McNeal, the motodrome star who established several special records on tracks at Omaha, St. Paul, Buffalo and Toronto before the outbreak of the war.

Before he took up the motorcycle racing game he was a professional bicycle racer. His last racing was at Tornto in 1915, before he enlisted with the Canadian Expeditionary Force. He joined the 166th Infantry Battalion, but soon secured his transfer to the Mechanical Transport so that he could become a despatch carrier.

It is reported that McNeal collided with a motor transport while travelling at a great rate of speed. He sustained such injuries that it was found necessary to amputate one leg. He is now in the Canadian military hospital located at Shorncliffe, England.

His soldiering days are over and he will probably be invalided home to Canada in a short time.

FAVOR TWO BODIES

Motorcycle and Bicycle Men of Toronto May Have Separate Associations

CALGARY, Alta.—The city of Calgary, from the bicycle trade standpoint, has always been noted as one of the worst price-cutting centres in the whole Dominion. In fact, the spread of the dealer association idea had left Calgary practically isolated in the matter of lack of organization and co-operation. The local dealers did what might be classed as a fair business during 1916, with regard to volume, but the methods used were such that no dealer secured any real profit for his year's labors. The Calgary trade was finally brought together on the night of February 8 by the holding of a supper, and the outcome of the conference was the organization of the Calgary Bicycle Dealers' Association, one of the main objects of which is to eliminate price-slashing.

The speakers at the meeting included B. B. Halladay, of Winnipeg, branch manager of the Canada Cycle & Motor Company, Limited, and F. D. Chisholm, who came all the way from Edmonton also to talk salesmanship and store management to the local tradesmen.

Officers were elected as follows: President, Mr. Foley, of Alex. Martin's; vice president, Jack Clements, of the Calgary Novelty Works, and secretary-treasurer, George Hurlburt of the Star Cycle Company.

DEALERS ORGANIZE

Calgary Retailers Get Together Chiefly to Eliminate Price-Cutting

TORONTO, Ont.—The proposal has been made to Toronto dealers that the present Toronto Motorcycle and Bicycle Dealers' Association be split into two distinct organizations because of the apparently unwieldy nature of the existing body. Both the motorcycle and bicycle sections of the local trade are very strong, and it has been suggested that better results would be obtained if the bicycle merchants had their own trade organization.

The plan is being favorably received, and it is expected that bicycle tradesmen will get together in good time for the second annual bicycle sales week, March 31 to April 7.

As intimated in **Motor Cycle Illustrated** recently, the Canadian bicycle manufacturers and jobbers are also organizing a wholesale trade association.

INTO GENERAL GRANT PARK

Bresee Leads Band of Fresno Riders on Hard Winter Ride

LOS ANGELES, Cal.—Ben Bresee, of Fresno, got tired of highway riding last week, so with a few pals for company, he headed for the tall timber and high ground of General Grant National Park. Anyone who has ever been over the trail in Summer knows that it is one of the gol darn twistingest, climbingest mountain roads in the whole big Sierra country. Ben and the boys brought back proof that they got to snow level and then some. Bressee says that why they should make a fellow pay 50 cents toll to enter a park as cold as General Grant in Winter is a problem.

This party was the first to ever make the trip into the park by any kind of motor vehicle in the middle of Winter.

HAMILTON ASSURED OF TRACK

HAMILTON, ONT.—After many years of waiting, the motorcyclists and bicyclists of Hamilton are to have a track on which to hold the usual competitions.

Tuckett's Farm, a seventy-two acre area which is close to the city, is to have a grandstand and track this pring, thanks to positive action recently taken by the city which now owns the farm.

WOMEN MAKING BICYCLES

TORONTO, Ont.—Canadian bicycles are having the touch of a feminine hand in the making. On account of the labor scarcity for operations other than straight munition manufacture, women are now being employed in producing bicycles. Many of them are engaged in light work, such as assembling pedals, brakes, etc.

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War-Proven Efficiency

Same Qualities That Make Two-Wheeler Invaluable Behind Battlefronts Insure Its Success in Everyday Commercial Service

By RODMAN BARRY

DEPLORE it though we must, War is the most efficiently organized business on the map today. It is merciless, inexorable, tragic—but above all, businesslike. Every move counts; every second of time is precious. Nothing is wasted—but men.

The most brilliant economic and scientific minds of Europe are concentrated upon the ebb and flow of the battlelines, the procuring of equipment that is quick, sure, economical. Top-notch efficiency—that's the keynote.

Enter—the motor. Exit—the horse.

It happened as quickly as that. In the first terrifying upflare of the conflagration many cherished but outgrown traditions vanished. The horse went with them, and we cannot help admitting that the horse had convicted himself long before as costly and inefficient.

Horseflesh was found to be slow, uncertain of accomplishment, relatively easy to tire, expensive to feed, a nuisance when sick, hard to replace. So the horse went to the rear. And he'll stay there.

The motorcycle is doing much of the horse's former work. Motor lorries and tractors do the rest It is where the combination of speed, certainty and economy is essential that motorcycle fits in. More than 40,000 motorcycles are in use by the contending armies today. Other thousands are building.

There's a reason, of course. No other vehicle at anything like the same price can put mileage behind it as speedily, as surely, as economically as the motorcycle, or keep it up as long.

All of which General Mangin had in mind when he discussed with correspondents a few days ago behind the French lines at Verdun the surprising synchronization of recent operations by the entente allies. "We are naturally aided in our co-operative efforts by our airmen," said the General, "and by our highly developed telephone and wireless systems, and then it must be remembered that we have always with us the speedy and indefatigable motorcycle courier."

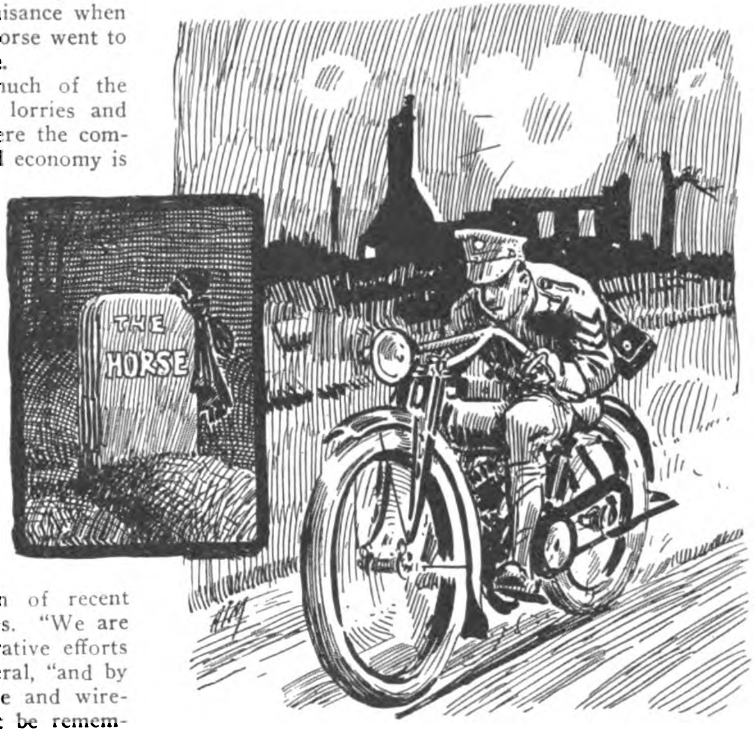
Efficiency Always Counts

THAT'S a worth-while remark to keep in mind, Mr. Dealer and Mr. Merchant, for if the efficiency of the motorcycle has enabled it to help in ousting the horse behind the battlelines of Europe it is quite reasonable to suppose that the same kind of efficiency will assist in solving the delivery and general commercial problems of the merchants and public service corporations in your city.

The chief requirement along the battlefronts is that the scout or courier get to his destination with celerity, regardless of weather and road conditions, and that he return without delay; and those are precisely the conditions with which the merchant in your city has to contend in his delivery work every blessed day of the week.

Every merchant in your community needs motorcycle service, in some branch of his business. It will save him time, worry and money and open up new sales fields—and thousands of solo and van outfits in commercial work throughout the country are proving that the actual operation of the machine can be safely entrusted to the young man of average intelligence.

Don't let the merchant bother you with the old light automobile argument. No matter how light a motor car is, it is expensive in upkeep, it multiplies tire expenditures by two, and cannot profitably be sent out with only a few articles. The motorcycle van outfit—combining speed with economy of operation—can be hustled out with one or two packages—or with fifty.



Business competition is keen these days. Customers once lost by a merchant through tardy or slip-shod deliveries are soon snapped up by a rival. Good-bye, customer!

When Mrs. Brown telephones her order to the modern grocery she expects to receive the articles without unreasonable delay. If there is a hitch in the delivery, it will not appease said Mrs. Brown to have it explained that a horse and wagon, or a motor delivery car could not be sent out to carry a single order eighteen blocks.

Certainly not. Mrs. Brown doesn't care anything about the merchant's delivery problems, she is not interested in how the order is sent to her—but she does insist upon getting the articles when she wants them. If the modern grocery can't satisfy her in that respect, there are other stores that can.

The big men of the opposing armies in Europe could not afford to take chances, so they have almost entirely replaced the horse by using motorcycles, motor lorries and tractors. The merchant who wishes to remain in business, in the face of up-to-the-minute competition, can't afford to take chances either.

Prompt Deliveries Hold Business

WHILE he is poking along with a horse and wagon, or running up big bills through using a delivery automobile, his wide-awake rival on the next block will be working rings around him with one or more motorcycle outfits.

It is fairly easy for the merchant to please and retain the customers who visit his store. The problems arise when it becomes necessary to keep a patron's trade on a telephone basis. Many women do not visit the stores at all these days; they depend entirely upon the telephone and the merchant's ability to give prompt delivery service.

If the storekeeper is unable to "hold up his side of the agreement," he loses and somebody else gains. The profits from the orders of one average customer for six months would pay a good part of the cost of a motorcycle van outfit, and when you multiply this a few dozen times you find that the returns on a motorcycle investment are not long in manifesting themselves.

R. F. D. Carrier Submits a Slogan for Riders

VERNE D. PLATNER, R. F. D. Carrier No. 2, out of Cherry Valley, N. Y., shoots along this slogan for mtorcyclists in general, with the suggestion that it be published in **Motor Cycle Illustrated:**

Good oil + enough oil + keeping things tight and well edjusted + cleanliness = long life for the motorcycle, and more riders."

Friend Platner figures that he has summed up a big situation in these few words, and finishes his letter by suggesting that it will pay to think it over.

Insurance a Necessity

The Motorcycle Dealer Should Figure It Into His Selling Prices Just as He Figures Rent, Says Harley-Davidson Credit Man

Dealer's Future May Depend on Insurance in Event of Fire

SECOND ARTICLE IN A SERIES

By PATHFINDER

"If a business man must gamble, let him do it with his small change, not with his business."

THE above is another epigram popular with W. D. Isham, the Harley-Davidson credit man, whom we interviewed further on the matter of fire insurance for motorcycle dealers, a few days ago. The little quotation is particularly apropos to the insurance question. When you stop to consider that in 1915 there was more than $350,000,000 worth of business damaged by fire, almost $700,000 worth daily, it looks very much as though the man in business without fire insurance was taking a long gamble with his future.

"No man in business, especially in the motorcycle business, can afford to take a chance of doing without insurance," said Mr. Isham. "As a recent bulletin from the Credit Men's Association states, 'You owe it to yourself, your family and your creditors to surround your business with safeguards that will reduce to a minimum your chances of being embarrassed by fire which may have its origin in your premises, or perhaps in the premises of a fellow townsman a block or two away.'

"It is just as important to charge into the selling price of your goods the cost of insurance as it is to include a proportionate allowance for rent or interest. Another important thing is that no motorcycle dealer can afford to buy on time payments or borrow money if he is not fully insured. His ability to pay when the debt is due would be destroyed by a fire, and the creditor would find himself in the position of an insurer without any compensation.

The "Safety First" Viewpoint

"A DEALER must not be in such position that if a fire should wipe out his stock he would have to go to work for someone else, and then probably do penance for several years in the effort to get back onto his feet and be able to look his creditors in the face.

"A dealer should look at the insurance question from the viewpoint of himself and his family. He works several years, applies himself and builds up a fine business, housed in a pretentious store and shop; then a fire comes along and wipes him out. The carrying of sufficient insurance would, however, make the fire just a temporary setback; he would not need to worry about his family or about starting in business again.

"Many business people are carrying little or no insurance. Here is a financial statement from one of our biggest southwest dealers. He schedules his assets as follow: New machines, $1,809; second-hands, $880; parts, $3,975; accessories, $675; machinery, etc., $200; store fixtures, $545.

"A glance at the figures will show you that the dealer is worth in the neighborhood of $8,000, without bothering to figure up the totals. In the space designated 'Insurance,' he writes 'None.' And that is not all that is unusual about this dealer. He carries no insurance on his business, yet, on the other hand, has his personal property over-insured by almost 50 per cent. That strikes me as a peculiar conception of fire hazards.

"If this same dealer sold out his business, it's a certainty that he would not take the money received and place it out on the front porch or on the mantelpiece. He would take it to a bank, where, if the bank were robbed or burned down, he would be certain of getting his money back. Still this very same man conducts his motorcycle business on the front porch or mantelpiece theory. Grease, gasoline and other inflammable substances are around, and a carelessly flicked cigarette stub or lighted match would put him out of business. Then he would wish that some of that surplus insurance on his personal property had been put to better advantage. That's away from the topic, but important just the same.

"A motorcycle dealer should have his business so insured that in case of destruction by fire he can pay dollar for dollar to his creditors. My observation is that a surprising percentage of dealers are not in that position at the present time.

"The fact that **Motor Cycle Illustrated** is putting across an effective message in showing a dealer how great a part insurance plays in his business is indicated in a note I just received today from one of our dealers. He says, 'Am doubling my insurance. Read Isham's dope.'

"The dealer?

"The House of Hopper, Salt Lake City. I don't think my friend 'Hop' would object to my revealing it.

"The matter of fire insurance is so important that the National Association of Credit Men has established a fire insurance department, managed by an expert, which dispenses information throughout the country to educate the dealer and business man to the value of carrying sufficient insurance to protect his credit. So you see I also have a selfish motive in promulgating insurance talk, from my standpoint of a credit man. You can say that we have extensive information on hand at all times in my department that is available to any dealer, no matter what make he handles, on the matter of insurance.

"One of the first principles to be observed in the matter of taking out insurance is to shun the companies that offer a policy at cut rates. There is a possibility that it may pan out all right, but the chances are most decidedly against it. If sugar were selling at seven cents a pound and someone offered to sell it at two cents, you would immediately surmise all sorts of things about how that fellow acquired the stuff, or what it was composed of. The same reasoning applies to cut rate insurance.

Investigate the Policy

"THERE have been about 1,000 fire insurance concerns that have gone to the wall during the last forty years. The insurance department of the credit association advises business men in general on this point, as follows: 'There are two sources from which you can get information on an insurance company. First, from the insurance department located at the capitol of your state. Second, from one of the concerns from whom you buy heavily.' If this rule is followed the dealer will have very little difficulty getting a line on the merits of any insurance company he contemplates entrusting his fire protection with.

"There are many unfair adjustments made by insurance companies, especially when they have a disastrous year with fires."

The series of interviews with Mr. Isham on fire insurance for motorcycle dealers will be concluded in an early number.

R-S AGENT FOR CHESTER

CHESTER, Pa.—H. Umbenhauer has recently been appointed R-S agent for Chester and vicinity, including Ridley Park. Umbenhauer is well known in motorcycle circles and for several years was employed in the R-S factory. He has recently received several demonstrators which were placed on exhibition throughout his territory.

DO'S AND DON'T'S FOR DEALERS

THE first leaflet in a series to be put out by the Dealer Committee of the Motorcycle and Allied Trades Association is now being distributed under the heading "Do's and Don't's for Up-to-date Motorcycle Dealers." The folders are being sent out by the various motorcycle manufacturers with their other literature.

Why Tires Go Wrong

Detailing Common Casing Troubles with Their Cures; Proper Inflation and Careful Driving Are Preventives

By D. R. HOBART

EVERY now and then you will meet a rider or two who suffers from tire troubles. In some cases, so frequent is the trouble that one is inclined to put it down to bad luck, and lots of tire users do figure it as a matter of the Jinx being either on or off the job as the case may be. However, if a tire made by a recognized manufacturer is fitted to the machine, trouble can generally be placed at the door of the user rather than to faulty material.

It pays, and pays well, to keep an eye on the tires. Any solo rider who travels roads not made of broken stones or slag, ought to get 5,000 miles out of each new casing and slightly less if he uses a sidecar. But to do this he must use decent care in driving, must keep both tires properly inflated and look over them at regular intervals in order to check any small injuries before these spread and become serious. Inspection before every ride is not too often.

The Different Troubles

Now look at the drawing on this page. It's a horrible example of a tire which has been abused through the carelessness of the rider. The rim is cut at one point, there is a blow-out further up on the sidewall, the tread is worn lopsided. A stone bruise comes next, followed by a sand blister and lastly a ruffle, the latter being part of the sidewall loosened from the carcass close to the clinch. Everyone of these faults could have been prevented by less than ten minutes' work on the part of the owner.

The rim cut is due to under-inflation. At some time or other the tire has been ridden soft and the end of the clinch has done the rest, gouging into the walls and cutting away the fabric. A rim cut of this type can also be made by a deformed rim, such as comes from walloping it against a rock in rough riding. An inspection of the rim after each ride will reveal any dents, and the rider will do well to straighten out the rim before again going on the road.

A small rim cut can be temporarily cured by replacing the plies of fabric which have been injured. If the cut affects most of the plies the tire needs complete rebuilding.

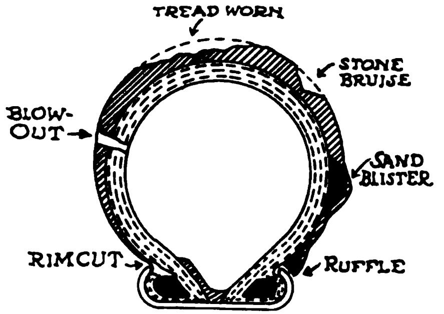
Causes of Blowouts

Blow-outs can nearly always be traced to riding a tire soft at some time or other. Driving like Sam Hill over poor roads, dropping into holes, bumping the bumps and similar bonehead practices aggravate any weakness in the casing and the burst comes. You can get blow-outs from what originally were sand blisters, stone bruises and rim cuts, and, believe me, a burst casing close to the rim is about as mean a tire trouble as anyone wants to fix up.

On the road, inside or outside patches are about the only possible repairs, but all blow-outs should be treated by the tire man, as it may be necessary to rebuild the carcass or fabric of the tire to get any more mileage out of it.

The lopsided tread is due to either or both of two things: riding car tracks and driving with a sidecar out of line. Some fellows have a mania for seeking trolley rails as the most suitable place for riding, but while it may be easier on the man at the throttle it isn't benefiting his pocketbook any.

Generally, the front wheel of a sidecar outfit with the tread worn like that in the drawing indicates that the driver thinks travel is easier if the machine leans in toward the car. You will probably see the worst looking tires on the road on these machines and the drivers usually growl about not getting enough mileage out of any make of casing. Keeping the sidecar and machine perpendicular and parallel to one another will prevent all this. In addition to correcting misalignment retreading will bring a tire so worn into good shape again.



Illustrating the Causes of Tire Failure

Most stone bruises come from violent contact with a rock or other hard surface. The tendency toward bruising is, of course, aggravated when the tire is soft. Cleaning the bruise and filling it with some form of plastic rubber will effect a cure.

About Sand Blisters

A sand blister is the result of dirt collecting in an unrepaired puncture of the tread or sidewalls. The dirt forms a lump and if neglected, the blister will spread and the fabric weakened. Then will come the blow-out. As soon as the blister is perceived it should be lanced and cleaned out, after which plastic rubber should be used and the sidewalls caused to adhere to the fabric once more.

The ruffle is very frequent on motorcycle tires. Too liberal a discharge of oil from the exhaust; allowing the tire to remain up to the rim in water or oil and rim cutting from under inflation are all causes of this trouble. Cleansing and drying, followed by cold or hot vulcanizing will effect a remedy, provided the rubber has not perished.

So keep the tires inflated properly and watch where you drive. It means long service out of your tires and additional money to jingle against the latchkey this month.

"Motor Wheeling" the Skates

A New Idea for Motorizing the Chief Winter Sport in a Manner That Makes for Excitement

By MURRAY FAHNESTOCK

A GIRL, with blue eyes and yellow hair, first gave me the idea, several ideas, to be exact, but only one idea was of general interest. The girl was being pulled swiftly over the ice by a strap attached to the collar of a large collie dog. I have always adored collies, and I stopped to make friends with the dog, for he was a very friendly dog. But I am getting away from the main idea.

Going home, I decided that, even outside of business, a pull was often useful. But I wanted something mechanical. A Smith motor-wheel? The very idea!

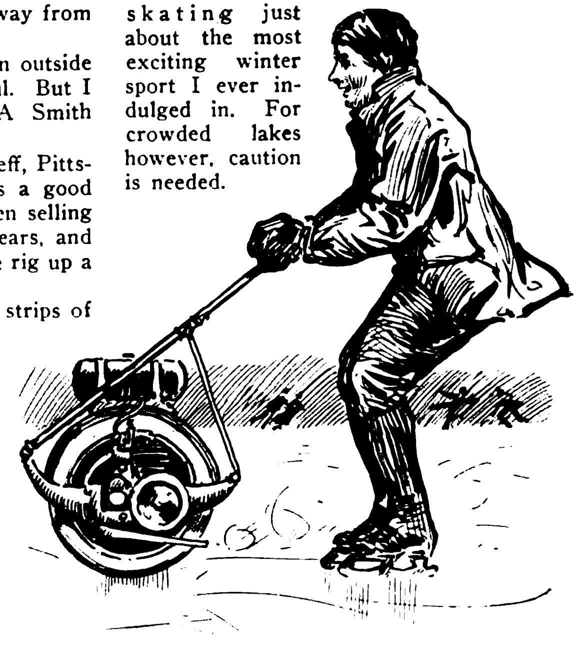
So I went down to see Harry Neff, Pittsburgh motor wheel agent, who is a good friend of mine, because he has been selling me good motorcycles for many years, and told him he would have to help me rig up a pull-motor.

It did not take long to fit some strips of steel to the motor wheel to form a handle for the device. A wooden cross bar, about fifteen inches long, across the top provided for easy steering. The control wires were attached to the wooden handle. Thus we made the flying lawnmower, as Harry was inclined to call it.

The next day the pull-motor and I were flying around the ice in great style, to the awe and envy of all the other fellows.

The girl and the collie arrived and we agreed to have a little race. Poor dog, he had about as much chance as a horse against a motorcycle. The girl wished to try the pull-motor. And fortunately the handle was long enough for two people.

And incidentally, I found the new sport of "Motor Wheel" skating just about the most exciting winter sport I ever indulged in. For crowded lakes however, caution is needed.



The Press and the Motorcycle

Some Interesting and Enlightening Talks Made Before the New England Circulation Managers' Association by Newspaper Men Who Have Used Light Three-Wheeler Delivery to the Best of Advantage

Sales Ammunition That the Dealer Can Use in Promotion Work

By WILLIAM M. STRONG

MANY'S the dealer who will not go after commercial motorcycle business simply because he feels that he is not capable of presenting the motorcycle in the right light to the merchant or the prospect who is in the market for a light, rapid delivery vehicle.

To dealers of this type, who can see only the sporting side of the motorcycle, some of the discussion that took place at a recent convention of the New England Circulation Managers' Association, a body comprising all of the circulation managers on the New England dailies, no doubt will prove enlightening. The dealer who is wise will see that these talks in themselves constitute a convincing argument in favor of motorcycle delivery—perhaps, since they come unsolicited from the mouths of satisfied users, they will be stronger than anything the dealer himself can say for the motorcycle.

Charles Schofield, of the Worcester *Gazette,* speaking on "My Experience with Motorcycle Delivery," said:

Schofield's Experiences

"*The Worcester Evening Gazette* will complete April 1 two years of newspaper delivery by Harley-Davidson motorcycles, without missing a single day. Before we awarded the contract to the Clift Motorcycle Company of Worcester, they made a test delivery. Forty bundles, averaging 10 to 25 papers, were put on a motorcycle, with sidebox attached, and started out on the west side of the city covering over two miles of territory. All the bundles were delivered and the motorcycle was back at the office ready for another trip in eleven minutes. Owing to this remarkably quick delivery, the *Gazette* didn't hesitate to award the contract at once.

"At that time we had three automobiles with helpers, and although the delivery was faster than teams, they could not compete with the motorcycles. When we used automobiles we only covered two-fifths of the city. To-day we are covering the entire city with the exception of a few places on the outskirts with four motorcycles and one Ford automobile, which is owned by the *Gazette*.

"On the first edition, which starts at 1.30, we employ one motorcycle, and, with the use of our Ford car, we catch all suburban trolleys and trains. The first trolley leaves City Hall at 1.45 o'clock and we catch that trolley every day without fail, with over 900 copies of the *Gazette*. In short, we have all papers out of the mailing room three minutes after the press stops.

"The motorcycles deliver all small bundles from 5 to 100 copies and our Ford delivers all wholesale bundles. Our motorcycles average about 20 miles per day and the running expense is practically nothing. Each machine uses less than one gallon of gasolene and one-half pint of oil per day. The total number of papers carried each day with four machines is over 5,500, the total number of bundles, 250. The capacity of each machine is 900 8-column, 16-page papers tied in bulk.

Illustrating Speed

"The following story will illustrate the speed of the motorcycles. One day the *Gazette* press did not start until 2.35. The first train for Rutland, Mass., was 2.35, and this being the only train that night, we could not afford to miss it. At that time we had a man working for us who was considered one of the fastest motorcycle riders in New England. He has several medals for endurance runs. He said if he got started five minutes after the train he would catch it at Oakdale, nine miles away. The train left the Union Station on time and the motorcycle driver arrived in Oakdale in time to have a smoke before the train pulled in.

"Big snow and rain storms do not interfere with these sturdy little machines. They will run through snowdrifts better than a large touring car. This is due to the fact that a motorcycle is not as heavy as an automobile and it does not sink in the snow. The motorcycle demonstrated its worth last year when all the suburban trolleys were tied up and automobiles were having a hard tussle to move. The *Gazette* sent a motorcycle to Marlboro, sixteen miles away, in little over an hour.

"The cost of maintaining the four machines is as follows:

Average total mileage per day, 80 miles.

Average weekly cost of operating (figures based on last ten months' service) including tires, gas, oil, parts, labor, etc.	$9.35
Average cost operating machine per week	2.34
Average cost operating machine per day	.39
Average cost operating machine per mile	.019

Total mileage covered by 4 machines in one year, 10 months, over 50,000."

Frank A. Chapman, circulation manager of the Providence *Evening Tribune,* a newspaper that installed several Indians about a year ago, said, in part: "We find the machines invaluable in making fast deliveries of reasonable loads, or even of unreasonable ones, to far distant points in quick time. During the period the Rhode Island troops were camped at Quonset Point, twenty-five miles from this city, waiting the call to the Mexican border, the *Tribune* was delivered at the camp far ahead of its competitor through the use of the motorcycle.

"When news of particular interest to any point in Rhode Island was carried in the paper, bundles of *Tribunes* were loaded on the motorcycles and sent there long ahead of any other papers.

"When the New Haven road had its last big wreck at Bradford, a reporter and a photographer made the trip to that point, thirty miles or more from Providence, in time to get some of the most dramatic photographs of that scene of horror. The men rode in the big sidecar.

"In its own field and with loads for which it is adapted the motorcycle is admirable; it would be just the thing for deliveries of small town newspapers."

R-S DEMONSTRATORS FOR TRENTON

TRENTON, N. J.—The Howard Cycle Company has again taken the agency for the R-S, and has placed an order for five demonstrators for immediate delivery. During the season of 1916 the firm received one solid carload shipment of R-S models. The R-S, Bosch-equipped electric outfit is popular in Trenton, and all calls received by the company have been for electrically-equipped machines.

BIG TIRE SHIPMENT

THE Wagner Dolph Co., Inc., local Harley-Davidson and Cleveland distributors, have just received a shipment of Firestone tires and tubes valued at about $3,000. This firm does quite a large business in tires and accessories and carries one of the most complete stocks in Rochester. The firm is open 24 hours a day and many is the motorcyclist in trouble after dark that is greatly benefited by this service.

FOSS TAKES MORE FLOOR SPACE

DENVER, Colo.—M. L. Foss, 1725-1729 California street, who deals in machinists' supplies and also carries a line of bicycles, recently added 30,000 square feet of floor space by taking another floor of the building the concern occupies. Increased business made the move necessary.

CLEARING OUT USED MACHINES

HOMESTEAD, Pa.—Nuss Brothers & Magaw, local agents for the Harley-Davidson and Reading Standard motorcycles, are holding special sales for the purpose of cleaning out their used models.

BICYCLE
SECTION

Some Bicycle Economy Figures

Bicycling Shows Big Advantage Over Trolley Travel Without Taking Into Account Physical Benefits Derived From Outdoor Exercise

Concrete Sales Arguments for the Wide-awake Dealer

CONSIDERING the small outlay necessary for a bicycle and the very low maintenance expense of the wheel, it is a little surprising that more cycle dealers do not use a comparative cost argument in their sales talks. The declaration is sometimes made that the bicycle compares favorably with all other road vehicles in the matter of first cost and operating expenses, but to clinch this statement one should go a little further. Considerable emphasis is gained by quoting figures to show exactly how the bicycle expenditures compare with trolley car fares.

In delving into statistics, it is wise to use reasonable figures. The dealer or salesman can afford to be liberal on the side of the street car because the bicycle will come out ahead anyway. By conceding every possible point to the common carrier, the street car, the bicycle stands in a still more favorable light from the viewpoint of the prospective purchaser. Here is a reasonable example of comparisons:

Some Comparative Figures

Say that a cyclist uses his wheel only 200 days of the year. Many ride their bicycles every day of the twelve months, but, for the sake of argument, the riding season can be limited to 200 days. This is very fair in the first place. Every cyclist will cover ten miles per day. If a rider lives 2½ miles from the factory or office and he goes home to lunch—there are the ten miles. If he lives five miles from work and makes the trip only twice each day, the ten-mile total is again secured. At this rate, a cyclist will cover 2,000 miles in the 200 days. In four years, he will have ridden 8,000 miles. If the cost of his wheel is $50, which is the price of the many "best models," and his maintenance expenses during the four years amount to $10, the total outlay for the wheel during this "life" will be $60.

Running Cost per Mile

With a mileage of 8,000 miles, the total cost of the bicycle per single mile is 7½ mills. The total cost for the ten miles during a day is 7½ cents. The expense of four trips on a street car is 20 cents in cash, or, when tickets are used, 16 cents. Thus the net saving secured through the bicycle is 12½ cents, or 8½ cents per day when tickets can be used. In one year, the total net saving is $25—or $17 when four-cent car tickets are available. This saving is entirely above the outlay for the wheel on a four-year basis.

Distance Reduces Cost

The mileage cost of a bicycle when it is ridden 15 miles, instead of 10 miles, per day for 200 days in each of four years is five mills per mile. This, of course, covers the purchase price of the bicycle. In this example, the net saving over the street car service when cash fares are paid increases to $28 for the 200 days of the so-called riding year. In four years, the total net saving would be $112.

Taking a maximum example, however, namely, that of riding 15 miles per day for every day of four years, the cost of cycling drops to less than three mills per mile, the total mileage in the four years being 21,900 miles. Many bicyclists actually do this. At this rate, the cost to ride 15 miles is only four cents, as compared with 20 cents for four cash trolley fares for the four trips per day.

These figures are easy for the bicycle when it is considered that the "life" of thousands of bicycles is more than four years, and that the riding days of a year are actually more than 200. Added to the bare figures are the health and exercise which also favor the bicycle as against the street car, while the bicycle gives complete independence of the car service. There is always a seat on the bicycle for the cyclist, whereas it is frequently a strap for the trolley passenger.

Another point to be brought out is that the bicycle ridden by an ordinary man is considerably faster than a street car, which loses precious time in its many stops. It is also a fact that the bicyclist frequently makes better progress through crowded streets than even an automobile, mainly because of the slight space it occupies.

Average Speed

Twelve miles per hour is fair speed for a bicyclist on city streets. A rider should be able to cover 2½ miles from home to office or factory in 15 minutes. During the rush hours in the morning or in the evening, a street car generally takes from 25 to 35 minutes to cover this distance because of many stops to take on or discharge passengers. The cyclist thus has from 10 to 20 minutes more in which to enjoy his breakfast and arrives home that much sooner at night.

The above are a few of many arguments which a bicycle dealer may use in comparing bicycle riding with the street car service of a city.

RHODE ISLAND BOOSTS SCOUT CYCLISTS

Third Providence Boy Scout Troop Drill at Indoor Demonstration in Spring Will Be a Feature Event

PROVIDENCE, R. I., Feb. 15.—One of the features of the big indoor demonstration of the Rhode Island Boy Scouts here in March or April will be the work of the Third Providence Troop on bicycles. Plans have not all been completed for the indoor showing, but Chief Scout Donald North hopes to be able to secure the Providence Armory.

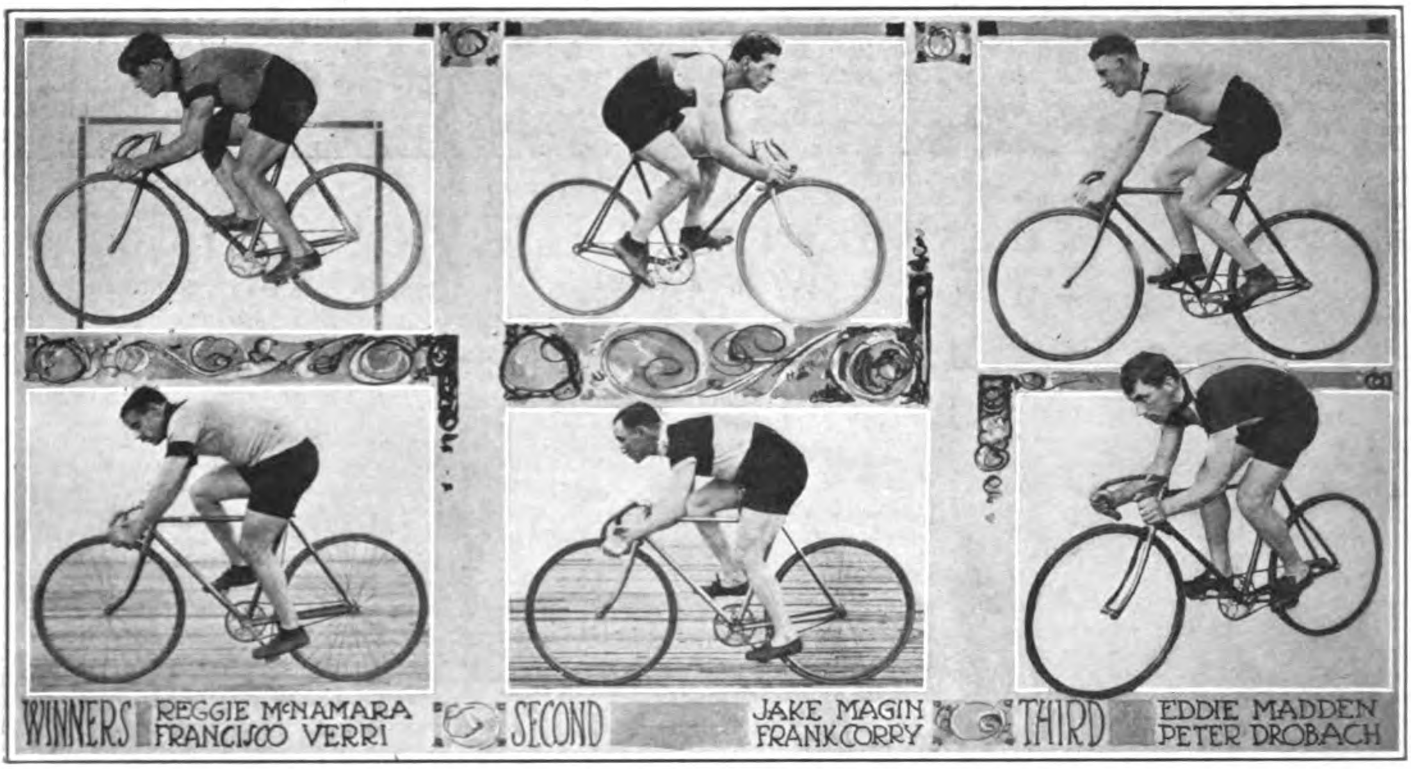
The drill-shed of this National Guard building is the largest hall in the state, and in it there would be plenty of room for the manoeuvers of the bicycle division. It is expected that scouts from all over Rhode Island will attend this rally.

Scoutmaster J. Harold Williams, of the Third Providence Troop, expects to have at least forty-five boys mounted on wheels for the exhibition. This troop is the only one in the state that is really a bicycle command. Practically every member of the organization owns a bicycle and is proficient in riding and repairing.

The troop made a big hit last October at the annual review with a drill on wheels. The boys use formations similar to the regular cavalry and the movements they execute are done with a snap. In addition to the regular drill Scoutmaster Williams is planning other mounted features.

FAVORITES WIN CHICAGO "SIX-DAY"

Reggie McNamara and Francesco Verri, Australian-Italian Pair, Make Low Score in Windy City Race —Magin and Corry Finish Second, and Madden and Drobach Third



WINNERS REGGIE McNAMARA FRANCISCO VERRI SECOND JAKE MAGIN FRANK CORRY THIRD EDDIE MADDEN PETER DROBACH

CHICAGO, Ill., Feb. 18.—Reggie McNamara, the Australian "Iron Man," and Francesco Verri, the Italian, the favorites, lived up to expectations an won first honors in the six-day bicycle race that came to an end last night. During the week the McNamara-Verri pair had scored seven points and during the last hour, in which there were 23 sprints, they scored 46 points, making the low total of 53 points.

Corry-Magin Team Second

Second honors in the race went to Frank Corry, the Australian, and Jake Magin, the Newark, N. J., sprinter. During the week Corry and Magin scored 66 points, ten of which were gained during the first five nights. Third place was accounted for by the Eddie Madden-Peter Drobach combination, who hail from Newark and South Boston, respectively, they having five more points than did the Magin-Corry pair.

Out of twelve teams that started last Sunday night nine of them finished the race. The other teams were forced out either through injuries sustained in spills or sickness. The other teams to finish were George Cameron and Harry Kaiser, New York, who, with 120 points, finished fourth; Martin Ryan-Lloyd Thomas, Newark-San Francisco, 133 points, fifth; Worth Mitten-Willie Spencer, Iowa-Canadian team, 163 points, sixth, and Joe Kopsky-Tim Sullivan, New York-Connecticut team, 173 points, seventh.

Percy Lawrence and Clarence Carman, the California and Long Island combination, and Ernest Ohrt and Tommy Grimm, the San Francisco and Newark pair, were tied one lap back of the leading field and in a match to decide eighth and ninth places Carman beat Ohrt easily. Charlie Piercey and Tommy Smith quit long before the finish on account of Smith's illness.

HOW THE CHICAGO SIX-DAY RACE FINISHED

Pos. Team	Miles
1—McNamara-Verri	2,413
2—Magin-Corry	2,413
3—Madden-Drobach	2,413
4—Cameron-Kaiser	2,413
5—Ryan-Thomas	2,413
6—Mitten-Spencer	2,413
7—Kopsky-Sullivan	2,413
8—Carman-Lawrence	2,390
9—E. Ohrt-Grimm	2,390

The leaders covered 2,413 miles for the 144 hours, which is over 350 miles behind the record. The Carman-Lawrence and Ohrt-Grimm teams did not compete in the last hour of sprinting and they were credited with 2,390 miles for the week. Last night the crowd, which was figured at 4,000, did not come up to expectations, but the promoters state that race was the most successful run in this city.

During the last hour a sprint was staged every mile and in all the 23 sprints the McNamara-Verri team finished in front in 14 of them. The Corry-Magin team won three; Madden and Drobach, four; Cameron and Kaiser, one; Kopsky and Sullivan, one. Through the consistent riding of the Magin-Corry pair, when they finished in second place no less than 13 times, they managed to beat out the Madden-Drobach pair by two points for the last hour and five points for the entire race.

The McNamara and Verri combination during the last hour piled up such a commanding lead in the first seven sprints, which they won, that they could not be overtaken. McNamara finished in front eight times and Verri six. Magin won two sprints and Corry one. Three sprints went to Madden and one to Drobach. Cameron

(Continued on next page)

HOW THE LAST HOUR SPRINTS FINISHED

	Sprint No.																							Total Pts.	W'kly Pts.
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23		
McNamara	1	0	1	0	1	0	1	0	3	0	1	0	1	0	2	0	1	0	1	0	4	0	3		
Verri	0	1	0	1	0	1	0	2	0	1	0	5	0	7	0	4	0	1	0	1	0	2	0	46	53
Magin	0	2	0	2	0	5	0	1	0	2	0	3	0	1	0	2	0	2	0	2	0	4	0		
Corry	3	0	2	0	2	0	2	0	4	0	2	0	2	0	4	0	2	0	2	0	1	0	4	56	66
Madden	2	0	3	0	3	0	3	0	1	0	3	0	3	0	1	6	3	0	3	0	3	0	1		
Drobach	0	3	0	3	0	2	0	3	0	3	0	2	0	2	0	3	0	3	0	4	0	1	0	58	71
Cameron	0	4	0	4	0	3	0	4	0	4	0	1	0	3	0	6	0	4	0	3	0	3	0		
Kaiser	5	0	5	0	4	0	4	0	2	0	5	0	5	0	3	0	7	0	6	0	6	0	5	96	120
Ryan	0	6	0	5	0	6	0	5	0	5	0	4	0	6	0	5	0	6	0	6	0	5	0		
Thomas	4	0	4	0	5	0	5	0	5	0	4	0	4	0	5	0	4	0	4	0	4	0	2	110	133
Mitten	6	0	6	0	6	0	6	0	6	6	0	6	0	4	0	7	0	5	6	5	0	6	0		
Spencer	0	5	0	6	0	4	0	7	0	0	7	0	6	0	7	0	6	0	5	0	7	0	6	135	163
Kopsky	0	7	0	7	0	7	0	6	0	0	6	0	7	0	6	0	5	0	7	0	2	0	7		
Sullivan	7	0	7	0	7	0	7	0	7	7	0	7	0	5	0	1	0	7	0	7	0	7	0	143	173

Points were allotted as follows: Winner, 1; second, 2: third, 3; fourth, 4; fifth, 5: sixth, 6, and seventh, 7.

RACES TO BOOM CALIFORNIA BUSINESS

Los Angeles Bicycle Jobbers' Club and Charles Fuller Gates to Aid Adjoining Cities With Prizes and Management

LOS ANGELES, Cal., Feb. 14.—The bicycle jobbers of California have an informal organization under the name of the California Bicycle Jobbers' Club. The southern California jobbers are all located in Los Angeles, and representatives of each house gather nearly every week to transact business of mutual interest. Most of the north California houses are located in San Francisco, and meetings are held there regularly, while all the jobbers of the State meet alternately in Los Angeles and San Francisco at least twice a year. F. M. Jones, the Oakland jobber, who has a string of retail stores in Oakland, Sacramento, Stockton, San Jose, Los Angeles, Santa Ana and Pasadena, is chairman of the Publicity Committee, and with Charles Fuller Gates, the well-known Los Angeles publicity man, has been organizing a State boosting and publicity campaign to increase the demand for bicycles and cycle supplies.

Gates Fixes Bicycle Days

Mr. Gates is now organizing a series of "bicycle days" and road races in southern California in connection with the jobbers and local dealers. The first of the bicycle day programs is to be at the prosperous inland city of Pomona, co-operating with the adjoining cities of Ontario, Upland, Claremont, Chino, Lordsburg and San Dimas. This opening date will be April 28, the first day of the National Bicycle Week. As planned, each celebration will have a bicycle parade in the forenoon and a handicap road race of 15 to 25 miles in the afternoon. The Los Angeles jobbers have donated two fifty-dollar bicycles for each of these road races, to be used as first time and place prizes. The tire branch houses in Los Angeles are also helping with prizes.

The Orange County Bicycle Association is already arranging a celebration at Santa Ana for Saturday, May 5th, with a 15-mile race through Santa Ana, Orange and Tustin.

Similar celebrations are to be held at San Bernardino, Pasadena and Riverside, with a big one in Los Angeles.

The Cycle Rider's Calendar

March 25.—New York City—Pleasure trip of the Century Road Club of America, New York Div. Rain date, April 1.

April 8, New York City—Spring century of the Century Road Club Association, New York Div. Rain date, April 15.

April 22, New York City—Ten-mile open handicap road race of the Unione Sportiva Italiana. Rain date, April 29.

April 29, San Francisco, Cal.—Annual 30-mile novice relay race, Golden Gate Park Stadium.

May 6, San Francisco, Cal.—50-mile team relay race for ten-man teams, Golden Gate Park Stadium, under auspices of the California Associated Cycling Clubs.

May 6, New York City—Spring century of the Century Road Club of America, New York Div. Rain date, May 13.

May 12-13, San Jose, Cal.—Annual convention of the California Associated Cycling Clubs.

May 20, Hoboken, N. J.—Open road race (either 10 or 25 miles) of the Century Road Club of America, New Jersey Div. Rain date, May 27.

May 30, New York City—Ten-mile open handicap road race of the Century Road Club Association, New York Div. Rain date, June 3.

June 10, New York City—Ten-mile open handicap road race of the Acme Wheelmen. Rain date, June 17.

July 8, San Jose, Cal.—30-mile relay race for United States Tire Co. trophy.

July 15, Hoboken, N. J.—Pleasure trip and carnival of races of the Century Road Club of America, New Jersey Div. Rain date, July 22.

'FRISCO "SIX-DAY" IS NEXT

NEWARK, N. J., Feb. 21.—Hans Ohrt, the Californian, left here Sunday morning for Chicago, where he will join the other cyclists that left the latter city last night for San Francisco, where they will engage in a six-day race from March 3 to 10. Tom Bello, the Brooklyn Italian, in response to a telegram from the promoters, left New York for Chicago on Sunday night and he will also be among the starters in the Coast event. Willie Hanley, the Coast rider, who was injured in the Chicago race, arrived here Saturday night, and it is doubtful whether he will compete in the San Francisco race.

BOYS FORM BICYCLE CLUB

WOOSTER, O., Feb. 18.—A bicycle club has been formed here by a number of high school boys. The new club has been named the Wooster Bicycle Club and runs and endurance trips will be indulged in as soon as the weather permits.

FAVORITE TEAMS WIN CHICAGO "SIX-DAY"

(Continued from page 36)

and Sullivan each copped one sprint. The complete score of the last hour, showing how each sprint was finished, is shown in the accompanying table.

What the Cyclists Rode

In the Chicago six-day race the following bicycles were used: McNamara, New England; Verri, McDougall; Corry and Magin, New England; Madden and Drobach, New England; Cameron, Red Wing; Kaiser, New England; Ryan, New England; Thomas, Caminade; Mitten, Chater Lea; Spencer, Bastide; Kopsky and Sullivan, Bastide; Carman, New England; Lawrence, Caminade; Ohrt, Red Wing; Grimm, McDougall; Piercey, Pierce; Smith, Caminade. Most of the riders, with one or two exceptions, had their mounts fitted with Pye-Musselman cord racing tire.

SNIDER RECEIVES BICYCLES

BAKERSFIELD, Cal.—George L. Snider, local Harley-Davidson dealer, has received a big shipment of the new Harley-Davidson bicycles. Snider also has some of the 1917 motorcycles and a new sidecar.

TOLEDO B. C. PLANS FOR BUSY SEASON

Ohio Organization Promises Racing on Old-Fashioned Scale—Club Runs, Picnics and Secret Time Trials Also Included

TOLEDO, O., Feb. 18.—At a recent meeting of the Toledo Bicycle Club plans were drawn up for cycle racing on a large scale for the coming season. The first of the racing events will be held on May 6, weather permitting, and the last on Labor Day.

The program as outlined follows: April 1, Sunday morning novelty jaunt; April 15, run to Point Place; April 28, beginning of Bicycle Week; April 30, night bicycle parade with prizes; May 6, opening of point contest with four races for Class A and Class B; May 20, 20-mile jaunt; May 30, Decoration Day, 15-mile open road race; June 10, second stage of point contest with four races for Class A and Class B; June 16, two-hour team race and one-mile novice; June 24, all-day run with dinner at Swanton; July 4, 25-mile open bicycle road race.

On July 15 the third of the point races will be run; July 29, basket picnic at Toledo Beach; Aug. 5, secret time race for club members only; Aug. 12, last of the point races; Aug. 26, all-day jaunt to Fremont; Sept. 3, Labor Day, 15-mile road race or track event to be open; Sept. 16, century run; Sept. 30, "Hare and Hound" race. The following were elected at the meeting: President, N. E. Newman; vice-president, W. J. Becker, and captain, E. F. Pineau.

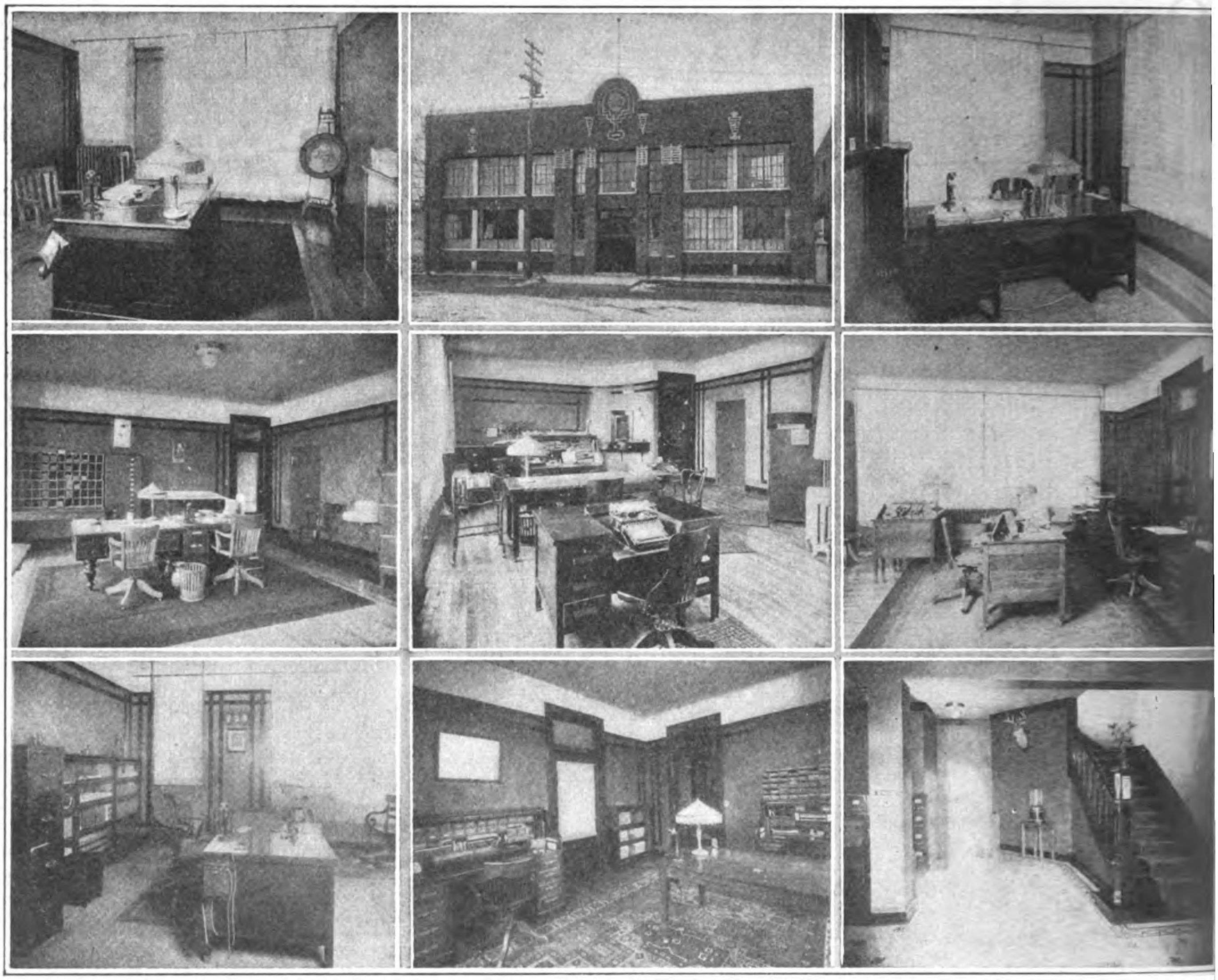
EDDIE GOODWIN WINS AGAIN

BROOKLYN, N. Y., Feb. 21.—Eddie Goodwin, of the Irish-American A. C., won the three-mile open bicycle race at the games of the Brooklyn College on Saturday night. The race was held at the Fourteenth Regiment Armory and Goodwin won from Jerry Nunziata, the Unione Sportiva Italiana rider, and Lawrence Gaffney, Empire City Wheelman, who finished second and third, respectively. The time was 7:14 3-5. Goodwin also won the lap prize, he leading 14 laps to 13 for Nunziata, his nearest competitor.

H. C. W. HOLD BANQUET

BAYONNE, N. J., Feb. 21.—The annual banquet of the Hudson County Wheelman was held tonight at Nelson's Cafe. One of the features of the occasion was the presentation of the prizes and cups won by the racing members throughout the year.

NINE PHOTOGRAPHIC VIEWS OF GREAT WESTERN CYCLE PROGRESS



The Exterior and Several Interior Views of the Handsome New Office Building of the Great Western Mfg. Co., Laport, Ind.

"BICYCLE BOOSTER" REVIVED

MILAWUKEE, Wis., Feb. 17.—The Bicycle Booster, the A. O. Smith dealers' magazine, has been revived, with the February number. The latest is called the "Revival Number." This issue contains an introduction and a talk to dealers by J. A. Benson, sales manager, a service article on how to apply the new control to a former model Smith Motor Wheel, as well as two pages on "Dealer Doings," lots of interesting photographs, and some snappy news items. The A. O. Smith Corporation will be glad to send a complimentary copy to readers of **Motor Cycle Illustrated** upon request.

NEW ENGLAND CATALOG OUT

WORCESTER, Mass., Feb. 18.—An attractive catalog has just been published by J. W. Grady & Co., makers of the New England and Red Wing bicycles. The catalog describes the New England racing bicycles, both the track and road-racing models and is profusely illustrated. Cuts of Eddie Madden, Alfred Grenda, Alfred Goullet, George Cameron and Eddie Root, a few of the star professionals who have chosen the New England as their 1917 mount, are also shown. The method of construction of the racing model is fully described and the book is a fine piece of printing work.

CYCLIST HAS NOVEL EXPERIENCE

POMONA, Cal., Feb. 15.—L. H. Tree, a local cyclist, has discovered the risk one takes when he attempts to place a bicycle against a metalic post in a storm. Tree tried it recently, and when he attempted to take it away he received a shock from a stray current, due to a leak from the power wires to a telephone line and thence to the pole. When the "juice" hit him, Tree was knocked down, and it was not until a lineman appeared with rubber gloves that he was able to release his bicycle.

C. R. OF A. STAGES A SMOKER

NEW YORK, N. Y., Feb. 21.—Saturday night, Feb. 17, the Century Road Club of America, held their annual smoker. A fine entertainment was furnished for the large crowd of members and friends that turned out for the affair. The club's annual dinner will be held Saturday night, March 3, at Gossler's Campus, Columbus avenue and 104th street. On March 11 th club will hold a run to Fort Lee, N. J.

EATON CYCLE DISPLAY

WINNIPEG, Man.—A special bicycl show was held in the cycle and sportin goods department of the big T. Eaton Company's store in Winnipeg during the wee of February 12. Among the features o the display, which included some fort different styles and sizes of wheels, wer the Smith Flyer and the Cyclemoto

PREXY RUNKEL NAMES COMMITTEE

MILWAUKEE, Wis., Feb. 19.—President A. C. Runkel, of the North Sid Cycling Club, has appointed the followin committees: Racing, C. H. Rusch, E. A Schueppert, Fred W. Schmitz and A. C Runkel; entertainment, O. W. Wiggins, O J. Tank and Jacob Berlin; membership, H O. Stenzel, A. Dyer and S. Goerke.

DEALERS TO HOLD BIG RACE

SANTA ANA, Cal., Feb. 16.—The Bicycle Dealers' Association of this section will stage a big road race here on May 5 The course will touch Orange, McPherson, Tustin and Santa Ana.

Questions and Answers

Ever get stuck with trouble you cannot locate? Want to buy something and don't know where? Looking for some advice? Just drop a line to the "Tech Editor."

PROTECTING THE PLUG

WHEN riding in the snow I find the front spark plug short circuits from moisture. I have tried shellacing it, but the results are not satisfactory. Let me know if there is any device on the market for covering the plug in wet weather.

W. H. MILLER.

Lima, O.

You will find at any automobile supply house and in the lists of the spark plug makers, rubber protectors or "umbrellas," which enclose the plug from the end of the cable to the hexagon on the plug-body. These are especially adapted for use on motorboat plugs and are very effective for wet weather on the motorcycle.

Should you not wish to get one of these, purchase a nursing-bottle nipple and cut a small slit near the top for the cable terminal. Place this over the plug and wind the cable terminal with tire tape. Use protectors on both plugs for winter riding.

MACHINE MAKERS

PLEASE give me the address of the makers of the following machines: Century, Cyclone, Paragon, Bailey Flyer, Yale, Eagle and Autoped.

Regina, Sask. C. M. EKMAN.

The Century Autocycle Co., of 1601 Harris Trust building, Chicago, Ill., is making the Century. The same address will bring information about the Bailey Flyer. The Cyclone was made by the Joerns Motor Co., St. Paul, Minn., but we doubt if they are manufacturing at present. The Yale has not been made since 1915; parts for this machine may be had of the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill. The Eagle is now not made; the former maker was the Serling Motor Co., Brockton, Mass. The Autoped is made by the Autoped Company of America, Long Island City, N. Y. We have no record of the Paragon at all.

TOO MUCH CLEARANCE

I HAVE just overhauled my 1915 twin, putting in a new piston, all new rings and new inlet valve springs. Timing is according to factory marks. Every time that the front exhaust valve rises or falls, there is a clear loud noise, and the only time that the noise stops is when I give lots of oil to the motor. The motor has good power at all times. ADELARD MESSIER.

Brunswick, Me.

Look at the clearance between the tappet and the end of the inlet valve when the motor is warm. This should not be more than 6/1,000 of an inch when the motor is hottest. Otherwise, there may be looseness in the valve gear or in the bearings in the wristpin or big end of the front connecting rod. This is supposing that the piston fits properly in the front cylinder.

CYLINDER VOLUME

SUPPOSING a cylinder has a capacity of 565 cubic centimeters and the volume is compressed into 113 cubic centimeters (five times), I would like to know what portion of the charge of burnt gases would be left in the cylinder for the piston to push out at the exhaust.

As I intend to build a three-wheeled cyclecar, I would like to know the advantages of the three-wheeled form of construction. RICHARD GASCHKE.

Kearny, N. J.

The volume of burnt gases in the cylinder will be 565 cubic centimeters plus 113 cubic centimeters, or 678 cubic centimeters, provided that you do not include the volume of the combustion space in your 565 c.c. When the exhaust valve opens, the pressure of the gases being greater than that of the atmosphere, it will cause a portion of the exhaust gases to leave the cylinder of its own accord, and the ascending piston will assist in removing the rest.

The compression ratio is 6:1, giving a cold compression pressure of 88.2 pounds per square inch. This will be very high and will very porbably cause pre-ignition when the motor gets hot.

The three-wheeler is practically immune from side-slip, and provided the wheelbase is not too long in proportion to the tread, it will be very steady on turns. As to being superior in speed, it can only be so—power for power—in being less weighty than a four-wheeler and displacing less surface to the air.

CORRECT THE CLEARANCE

MY motor pops through the carbureter at all adjustments, although it has plenty of speed and power, spark is first class and valves timed to factory marks. There are no leaks in the inlet manifold and the springs for the valves are new. The exhaust valve opens and closes correctly but the inlet valve closes only when the piston has ascended one inch on its stroke. The cams are the same as the machine had when I purchased it.

Warsaw, N. Y. RAYMOND MURRAY.

Try reducing the clearance between the end of the valve stem and the rocker or tappet as the case may be. Do this when the motor is good and warm. The clearance at the exhaust valve ends should not be greater than 8/1,000 inch (thickness of three cigarette papers. Be sure that the valves seat properly and that they are gas-tight when closed. It will be well also to look at the jet in the carbureter and also the auxiliary air valve spring, noting if they both function properly.

SCRAPE THE FRAME

AS I intend to repaint my motorcycle this winter, I am desirous of knowing whether it would be better to scrape the work first or just sand it smooth. Also, if shellac under the paint will give any advantage. The color is to be Indian red and I would like to get some enamel of this shade at a reasonable price.

Youngsville, Pa. F. O. H.

If you want to make a really good job, take off all the enamel, but not the copper under it. Then clean the frame free of grease and dirt and apply the first coat of air-dry enamel. Let it dry thoroughly and rub up; then apply the second coat. This will be followed by the third. The frame should then be varnished and allowed to dry. Even then, the job will not be as nice as when the enameling is done in an oven by a firm that does this kind of work. The red you refer to is a mixture of vermilion and maroon. Apply to George S. Maslen, Indian distributor, 1224 Girard avenue, Philadelphia, or to your local hardware man, enquiring for enamels suitable for motorcycle or bicycle work.

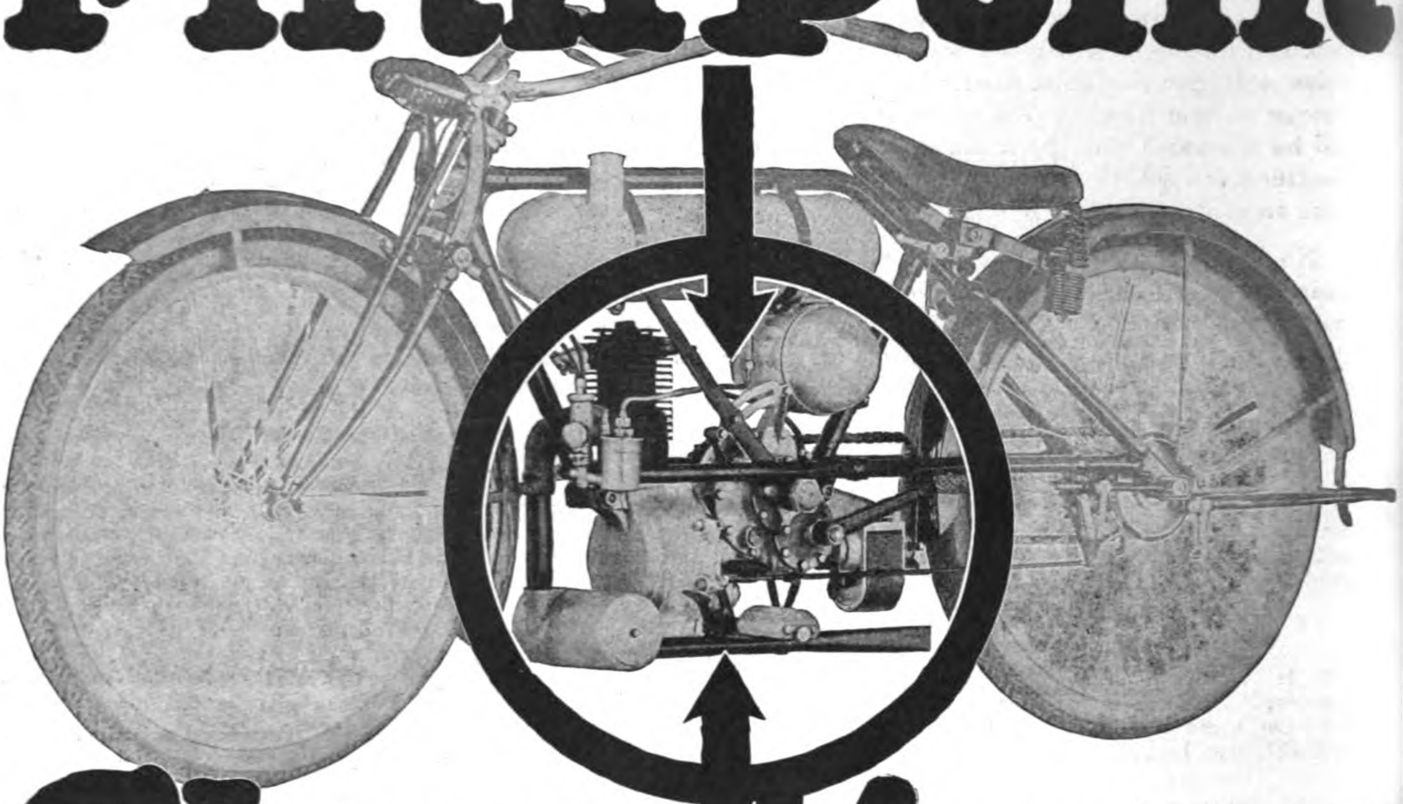
PEDAL CRANKS FOR EX.

TELL me what the cost of pedal cranks for the 1911 Excelsior should be, either complete or in parts.

Elmira, N. Y. A. A. WILCOX.

Communicate with William F. O'Brien, of 6550 South State street, Chicago, Ill., or the Excelsior company. The local agent for this make should be able to give you a price which is satisfactory.

Fifth Point



Cleanliness

Gentlemen and gentlewomen ride the Cleveland Lightweight because it is clean, quiet, comfortable, takes any traveled road, goes as fast as anybody needs to ride, and can be depended upon to get there.

No noisy chains here. No exposed fly wheel to throw oil and mud; trim as a whistle from front to back, the Cleveland Lightweight is the smoothest piece of motorcycle design and construction on the market; half the weight, half the cost, half the tire and fuel expense of the average motorcycle. Looks right because it is right, and sells on demonstration.

Finest specifications in the lightweight field: Bosch magneto; **SKF ball bearings;** Firestone Non-Skid tires; Coventry chains; Brown and Barlow carburetor; two-stroke engine; multiple disc clutch; two-speed transmission; positive brake; aluminum castings; drop forged frame fittings; moving parts enclosed; low center of gravity and best quality of workmanship throughout.

The Cleveland Motorcycle Mfg. Co.
7211 Platt Ave., Cleveland, O.

75 MILES to the gallon
This is the AVERAGE performance.

The Cleveland Lightweight

"He Aids Twice Who Aids Quickly"

THE Stolen Machine Bureau of Motor Cycle Illustrated now has on file data concerning about 250 missing motorcycles, and persons who come in touch, directly or otherwise, with a machine which appears to have been stolen will give the finest kind of co-operation by sending details to the Bureau without a moment's unnecessary delay. The information you supply will be compared with the stolen machine file at once, and if the mount is identified you will be advised immediately by wire. Otherwise you will receive an explanatory card by the first mail.

No time will be lost at this end. But in order to place the Bureau in a position to be of definite service, the loser of a machine, or the "finder" of one, must act quickly. Five hundred police departments are now co-operating with the Bureau. It only remains for riders and dealers to do their part,—promptly.

EXCELSIOR NO. 45371

G. H. Westing Co., 335 N. Penn. St., Indianapolis, Ind., have reported the theft of an Excelsior twin cylinder motorcycle, motor No. 45371.

INDIAN NO. 89-F-287

G. H. Westing Co., 335 N. Penn. St., Indianapolis, Ind., reports that an Indian two-speed motorcycle, motor No. 89-F-287, has been stolen.

INDIAN NO. 70-G-793

The theft of a 1915 Indian single-speed motorcycle has been reported by G. H. Westing Co., 335 N. Penn. St., Indianapolis.

HARLEY-DAVIDSON NO. 7182-M

A reward of $25 is offered by B. L. Price, 720 Emerson Street, Portland, Ore., for the recovery of a 1916 Harley-Davidson motorcycle, motor No. 7182-M, which is equipped with the following: Jones speedometer No. 369,290; Presto tank and light; Klaxon horn and Stoll Dream tandem.

HARLEY-DAVIDSON NO 1486-D

W. E. Wandersee Co., Detroit, Mich., report the disappearance of a Harley-Davidson single cylinder No. 1486D.

INDIAN NO. 74-E-751

G. H. Westing Co., 335 N. Penn. St., Indianapolis, Ind., reports the theft of a 1913 Indian single-speed, motor No. 74-E-751.

INDIAN NO. 88-E-092

A 1913 single-speed Indian, motor No. 88-E-092, has been reported stolen, by G. H. Westing Co., 335 N. Penn. St., Indianapolis, Ind.

INDIAN NO. 78-F-805

G. H. Westing Co., 335 Penn. St., Indianapolis, Ind., report that a 1914 single-speed Indian motorcycle, motor No. 78-F-805, has been stolen.

HARLEY-DAVIDSON NO. L-13276-M

R. E. Benedict, 428 Brush St., Flint. Mich., has reported his 1916 electrically equipped Harley-Davidson, three-speed twin motor No. L-13276-M, with sidecar No. 7287-L., stolen.

HARLEY-DAVIDSON, No. 8833-K.

H. L. Dipple, 536 Massachusetts avenue, Indianapolis, Ind., offers a reward of $25 for the recovery of a 1915 Harley-Davidson three-speed twin motorcycle. The mount is equipped with the following: 1915 Heitger carburetor, standard front drive speedometer, Stewart horn attached to tank, Kelly-Springfield tire on rear, lamp with no door and a 1914 Troxel suspension saddle, and the left side front cylinder top fins have mould defects. The motorcycle carried an Indiana license tag which was numbered C-1166.

ROWE'S NEW STUNT

San Fernando Cleveland Dealer Attacks Advertising by Air Route

SAN FERNANDO, Cal.—Willis A. Rowe, who astonished the country last year by selling more Cleveland motorcycles in proportion to population than were sold by other dealers the country over, has worked up a new advertising "stunt" calculated to bring the lightweight forcibly to the attention of local folk at least once each week.

Rowe intends to send up each Monday 50 miniature balloons, each bearing a numbered tag bearing the name and address of his establishments and a Cleveland motorcycle "ad." The person who brings in any one of the balloons will be entitled to a prize, a ten per cent discount off first purchase, or something similar.

PLANS MUD RUN FOR MARCH

SACRAMENTO, Cal., Feb. 13.—The Capital City M. C. plans a motorcycle mud run to the snow line March 4. This will be followed by a motorcycle and bicycle run on April 1. Plans are under way for a state meet to be held late in the summer. The Sacramento club is endeavoring to get the California Associated Cycling Club's endorsement of this meet.

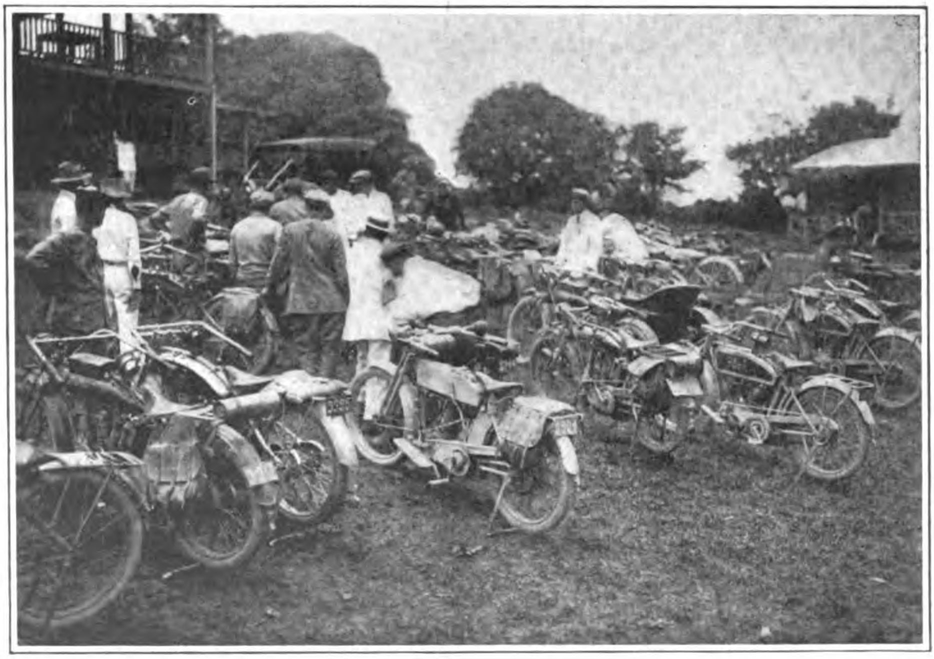
CULBERTSON JOINS TIRE CONCERN

LOUISVILLE, Ky.—W. S. "Billy" Culbertson, has formed a connection with the Quick Tire Service Co., distributors of U. S. Tires in Louisville, and will in the future be connected with the selling department of the company.

MAY DISPLAY MOTORCYCLES

DENVER, Colo., Feb. 19.—The automobile dealers of this city, are planning to hold a big auto show in Denver during the week of March 13 and there is some talk of motorcycle dealers taking part.

OVER 200 RIDERS ATTEND THIS PHILIPPINE PICNIC



Machines Parked at an Outing Under Auspices of Excelsior Agents in Antipolo, P. I.
Many Riders of Other Makes Attended and the Affair Proved a Big Success

BUILDING A "ZIM" CAR

Woods Improvising Four-Wheeler Around Henderson Power Plant

SAN FRANCISCO, Cal., Feb. 10.—J. Woods has decided to call an odd little car he is making a "Zim" auto and he asserts it will be able to climb any hill in San Francisco or anywhere else.

Wood is building the car in the Zimmerlin Bros. shop and is using a 1917 Henderson power plant. The little car, although still unfinished, has had some wild experiences already. When it is finished, Woods plans to take a trip through the southern part of California hunting for hills to climb.

FIRE IN WAGNER-DOLPH SHOP

ROCHESTER, N. Y.—The breaking of an electric light bulb which permitted the incandescent filament to ignite gasoline fumes, caused a fire in the repair shop of the Wagner-Dolph Co., Inc., local Harley-Davidson and Cleveland distributors, a few days ago. D. S. Miller, who was working on a machine, was badly burned about the neck and arms. The fire started at 4.30 in the morning, and was put under control by the night man in the shop before the fire department arrived. The fire damage amounted to about $200.

MOTOR WHEEL A WINTER ASSET

CLEVELAND, O.—The Haverford Cycle Co., J. S. Kellner, manager, find the Smith Motor Flyer a good cold weather asset. Several of these outfits are being used by local merchants for light delivery. One dry-cleaning house has a box built on in front with attractive advertisements covering the sides. M. Downey, formerly with the Triumph factory in England, is now with the Haverford, and his technical advice is eagerly sought by all the boys.

NEFF TAKES ON THE EXCELSIOR

PITTSBURGH, Pa.—Harry L. Neff, the veteran Thor dealer in this city, has added the Excelsior to his line, and has plans well under way for an unusually active 1917 sales campaign.

ABOUT FALL RIVER DEALERS

FALL RIVER, Mass., Feb. 18.—J. B. Gaudreau, who recently took the Indian agency, has leased a building at 1485 Pleasant street, that city, for a period of five years. He will put in a full equipment and instal up-to-the-minute fixtures. N. H. Rand has already outgrown the quarters he moved into in Woonsocket last month and has leased a store at 24 Court street, within a stone's throw of the station.

NOVEL STAND FOR ACCESSORIES

LINCOLN, Neb.—The Frazer Cycle Co. has sprung something new in the way of a revolving stand for the display of parts and accessories. The stand is so arranged that it can be used in the show window or on the sales floor. There are four or five circular shelves on which the accessories are neatly arranged, and the stand revolves slowly on its pedestal so the prospective buyer can look over the full line.

WISCONSIN ROADS

Legislature Considering Trunk Line System Connecting All Parts of State

MADISON, Wis., Feb. 19.—A most comprehensive system of trunk line highways has been laid out by the State highway commission for the consideration of members of the Wisconsin Legislature now in session.

Two systems are suggested, one of 2,238 miles and the other, 4,819 miles. They will cover the State with a network of connecting highways that will bring together all of the thickly settled portions of the Badger State.

The sum of $5,776,248 is available from the United States Government if Wisconsin contributes an equal amount.

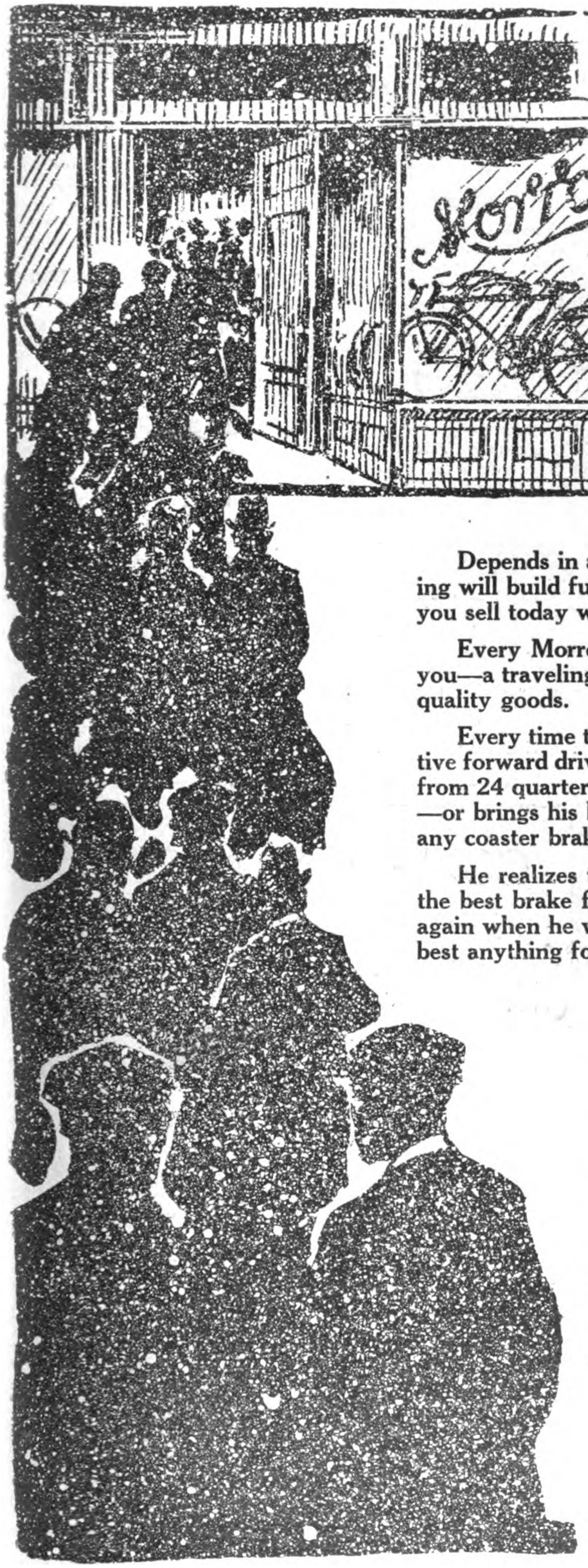
BRISK WINTER BUSINESS

DENVER, Colo., Feb. 19.—B. R. Williams, of the firm of Boyd & Williams, State distributors for the Indian motorcycle, states that up until this time the subagents in different parts of the State have sent in more orders during the winter months than ever before for the same period.

CLEVELANDS FOR DENVER

DENVER, Colo., Feb. 19.—Last week H. J. Krackowizer, of this city, State distributor for the Cleveland motorcycle, unloaded a carload of those machines. They were unpacked on the sidewalk in front of Boyd & Williams' store where they attracted a good deal of attention.

VITALIC BRIGADIER ENDURO
Very Best Equipment LINE
Dealers quickly see exceptional values offered in these quality tires
VITALIC
BRIGADIER
ENDURO
DAUGHERTY BROS.
A. H. REDDEN
A. C. MOUNT
PERRY BROS. VULCANIZING CO.
F. C. M.
F. T. WENTWORTH, Jr.
W. S. HORR
Write us today for sample sections of these tires and attractive display material and dealer helps.
Your jobber will show you the tires.
CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.



What the "Morrow" Will Bring Forth

Depends in a great measure upon what you do today. Nothing will build future bicycle business better than equipping those you sell today with the Morrow brake.

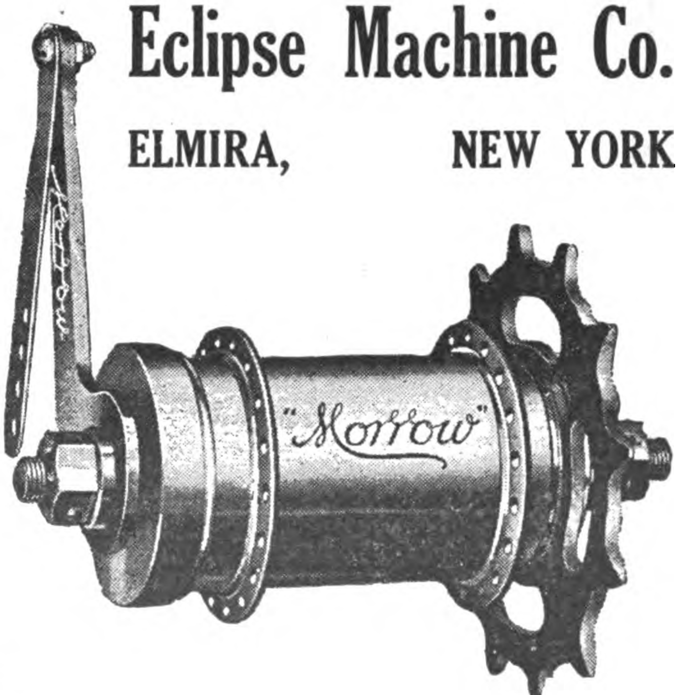
Every Morrow you put on the road is an advertisement for you—a traveling salesman that tells the neighborhood you handle quality goods.

Every time the rider shoots ahead through the Morrow's positive forward drive—coasts along with that smoothness that comes from 24 quarter inch balls speeding around in glass smooth races—or brings his bike up short with the largest braking surface of any coaster brake made he is pleasantly reminded of you.

He realizes that what you told him about the Morrow being the best brake for the rider is true and he will be in to see you again when he wants to get the best tire, or the best lamp, or the best anything for the rider.

Eclipse Machine Co.

ELMIRA, NEW YORK



ROCHOW JOINS WAGNER-DOLPH

ROCHESTER, N. Y., Feb. 19.—Arthur Rochow, who severed his connection about the first of the year with the firm of Charles A. Merkel, Inc., has recently been signed up by George J. Wagner to enter the sales force of the Wagner-Dolph Co. Rochow will take care of the firm's rapidly growing retail and jobbing business. Inasmuch as the genial Arthur's previous trade connections kept him busy in eastern territory, particularly in western New York, he is admirably fitted to handle the districts in which he will now represent the Wagner-Dolph Co.

ROSS RIDING IN THE SOUTH

ROCHESTER, N. Y.—Frank Ross, an ardent local motorcyclist, has had his 1917 Harley-Davidson and sidecar shipped to Florida so that he may be independent of automobiles and trolley cars while sojourning in the South for the remainder of the winter.

MINNEAPOLIS ASSOCIATION

MINNEAPOLIS, Minn.—The cycle dealers of Minneapolis have gotten together and formed the Minneapolis Cycle Trade Association. The body intends to eliminate trade evils and promote races, parades and other sporting events.

SMITH LANTERN SLIDES POPULAR

MILWAUKEE, Wis.—There is a rapidly growing demand by Smith Motor Wheel dealers for the new lantern slides prepared by the company. There are two handsomely colored views of the Smith Flyer, both with riders, and three views of the Smith Motor Wheel. One of the motor wheel pictures shows a workman having home for the factory, another presents a young lady rolling along an attractive country road, and the third shows the new model Smith Motor Wheel attached to a bike without a rider.

CROCKER REPORTS BIG INCREASE

KANSAS CITY, Mo.—Al Crocker, manager of the Indian Sales Co., states that the business in Indian motorcycles so far in the 1917 season is a little in advance of the total business transacted during the 1916 season.

$1,400,000 FOR GOOD ROADS

PARKERSBURG, W. Va.—Announcement was made last week in this city that residents of McDowell County will vote on a bond issue of $1,400,000 for the purpose of improving roads in that county. This will be the largest bond issue ever voted upon by any taxing unit in the state of West Virginia for good roads.

WOE BETIDE LOUISVILLE SPEEDER!

LOUISVILLE, Ky.—Police Judge Sam Boldrick has announced that he will break up speeding even if the jail has to be enlarged to accommodate the lawbreakers, and is handing out five-day jail sentences to every person convicted. Convictions have been running heavy during the past few weeks, but it has been shown that the autoist is the cause of most of the trouble, not a motorcyclist having been arrested.

GOOD ROADS IN WEST VIRGINIA

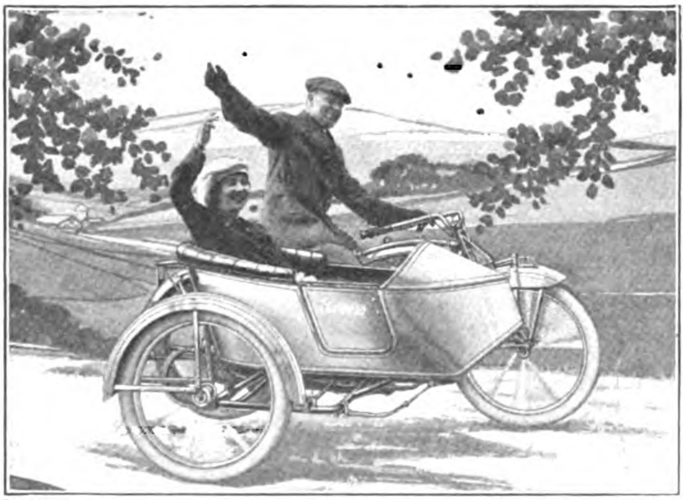
CLARKSBURG, W. Va.—The Randolf County Court has called a special election for March 10 in Dry Fork district of that county to decide on a proposal to issue $130,000 in bonds for good roads. Lincoln County is the latest section to climb on the "good roads" wagon and have had introduced a bill in the Legislature that would authorize them to lay a special levy for the next five years in order to build a model road from one end of the county to the other.

ANOTHER MILWAUKEE FIRM

DENVER, Colo., Feb. 19.—The Morey Mercantile company, of this city, one of the largest wholesale grocery houses in the West, is getting very good service from a Thor motorcycle and sidecar attachment. The outfit is used for city orders that call for quick delivery.

WANTS TAIL LIGHTS ON HORSES

LOUISVILLE, Ky.—Will Pilcher, a piano manufacturer, who was recently in court on a charge of running into a mounted patrolman, knocking the latter from his horse, virtually stated that the patrolmen should carry lights on their horses at night, all vehicles being required to do so. The accident occurred on a dark intersection, where the city lights were out, and Pilcher stated that it was raining so hard that it was impossible to see more than a few feet in advance. Pilcher was fined $50, but carried the case to the Criminal Court, where the police court verdict was reversed.



COME ON ALONG

Now is the time to order that sidecar,

A Rogers of Course

so that you will be ready when the beautiful spring weather calls you to the country.

The reasons why the new sidecar should be a ROGERS are many and potent.

HERE ARE SOME OF THEM:

No matter what 1917 motorcycle you may use, there is a ROGERS sidecar, designed and "tailor made" to fit it perfectly, with all details of adjustment and alinement taken care of at the factory, by expert workmen, who have made this particular line of work a study.

Any good sidecar can be perfectly alined, but it requires a person of experience to do it.

The new ROGERS model M cannot be wrongly attached or misalined.

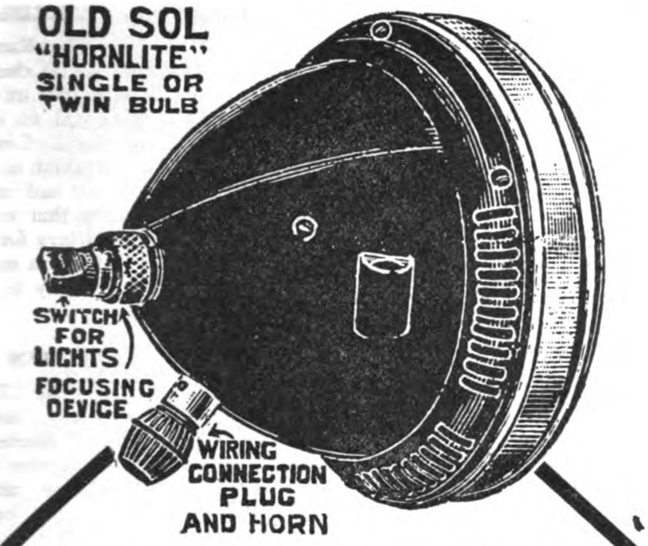
There is nothing left for you or the dealer from whom you buy your sidecar.

Those important details having been completed and fixed at the factory.

Write us today, stating what make of motorcycle you use or sell, and we will send you a circular covering a ROGERS sidecar, to fit that motorcycle exclusively

ROGERS MANUFACTURING CO., 337 West Madison St., Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.



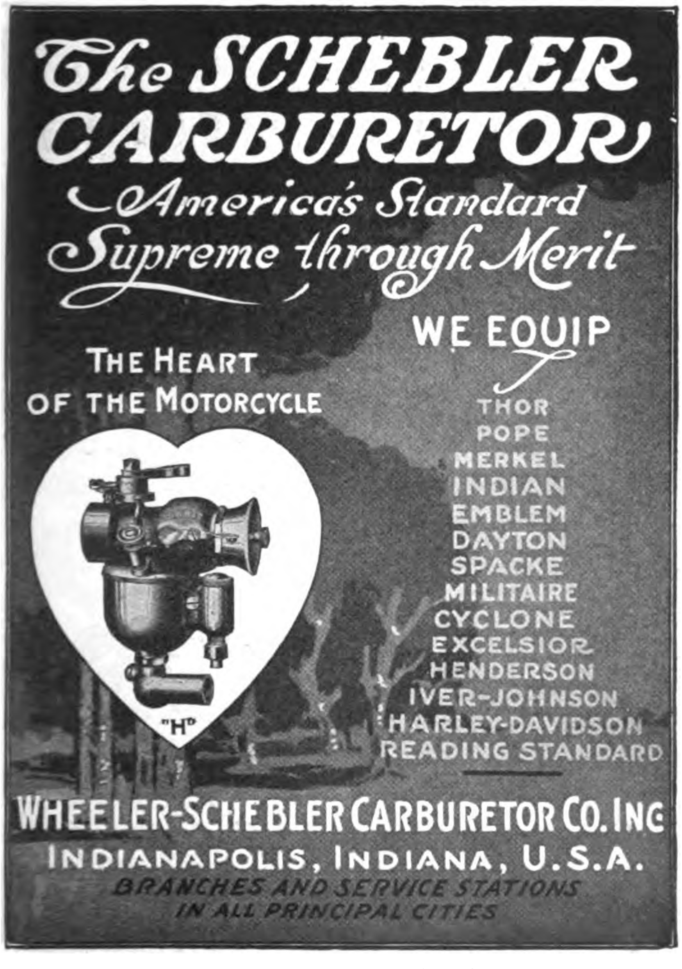
The Pyramid of "Hornlite" Users

Chosen for its effective and efficient combination of warning and lighting and its distinctive sales-building qualities.

THOR
POPE
INDIAN
DAYTON
HENDERSON
READING-STANDARD

Conforms with the lighting regulations of all states. Conforms with the riders' ideal of convenience and serviceability.

Hawthorne Mfg. Co., Bridgeport, Ct.



The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE

"H"

WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

A Marker of Miles

Every year this speedometer marks more miles up on its register. Every year more motorcyclists refer to it for information.

In fact, the

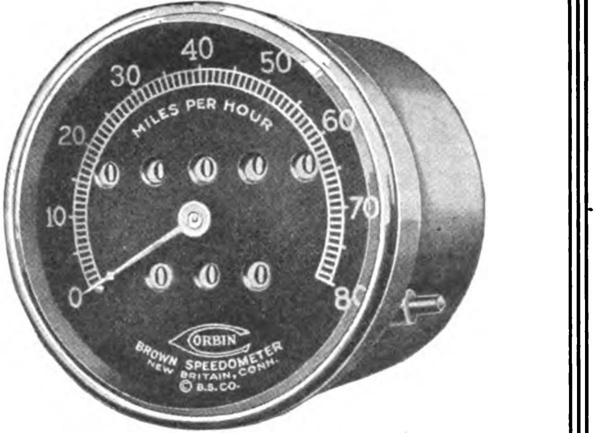
CORBIN-BROWN SPEEDOMETER

has become recognized as the standard equipment for motorcycle service.

Every point in its construction fits in with the motorcyclist's requirements. It is strong, it is simply constructed, it is convenient and it is durable. Its principle makes for accuracy, its mechanism for dependability.

It was the choice of the U. S. Government and it is the choice of every motorcyclist who has investigated the speedometer field.

Equip your machine with the Corbin-Brown. It is the logical thing to do. See your dealer at once. Catalog on request.



The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

Defining the Breaker Strip

Goodyear Man Tells What the Strip Is and Lays Bare Its Purposes; Protects Inner Fabric

SPEAK of "breaker strip" and the average rider is lost. It's something in the tire, he knows that. But just what it is and what it's there for he is at a loss to know. The functions of the breaker strip are made plain by L. C. Rockhill of the Goodyear forces. He says:

"This is put in the tire to take the shocks before they can reach the organic part of the tire. It is not designed to add to the strength or efficiency of the casing, but is simply an armor belt running around the casing to protect it from injury. The body of the tire is made of close-woven fabric placed at an angle of 45 degrees. The tread rubber is made thick and tough, and exerts a drag on the fabric, tending to pull it loose. By placing the breaker strip with the treads running around the circumference of the casing, this drag on the tread which pulls it away from the tire fabric is resisted.

"When sharp stones or glass cut the tread rubber, in many cases the abrasion is stopped at the breaker strip, preventing the water and dirt from working down to the main fabric.

"As the breaker strip is the nearest fabric to the road, receiving all the cuts, water, dirt and sand, it must be made, as far as possible, to resist the damage caused by them. To combat this we use a fabric of closely twisted yarn, tightly woven to make it water-proof, with rubber rivets extending through it at intervals."

TIRE MEN ATTEND DINNER

LOUISVILLE, Ky.—Practically all of the leading tire men were present at a recent dinner at the Seelbach Hotel, given by Roy E. Warner, of the Roy E. Warner Co., Firestone agents. Addresses on better business methods were delivered by Arthur Ellis, of the Goodyear Tire & Rubber Co., and Mr. Warner, G. L. Burton, a local business man, addressed the meeting on "Standardization of Prices," calling attention to the present system of giving some garages and individuals discounts from list prices, where they were not really wholesale buyers, and at the same time charging individuals who were larger buyers full price. He also discussed modern advertising, which he stated today was based on service.

TO PAY COP ON COMMISSION

EAST YOUNGSTOWN, O.—Mayor W. B. Cunningham plans to put an end to motor speeding in this city and vicinity, and particularly along Wilson avenue, by hiring an expert rider for the motorcycle owned by the city and paying him on a commission basis for all arrests made.

SCHOOL GIRL RIDES A CLEVELAND

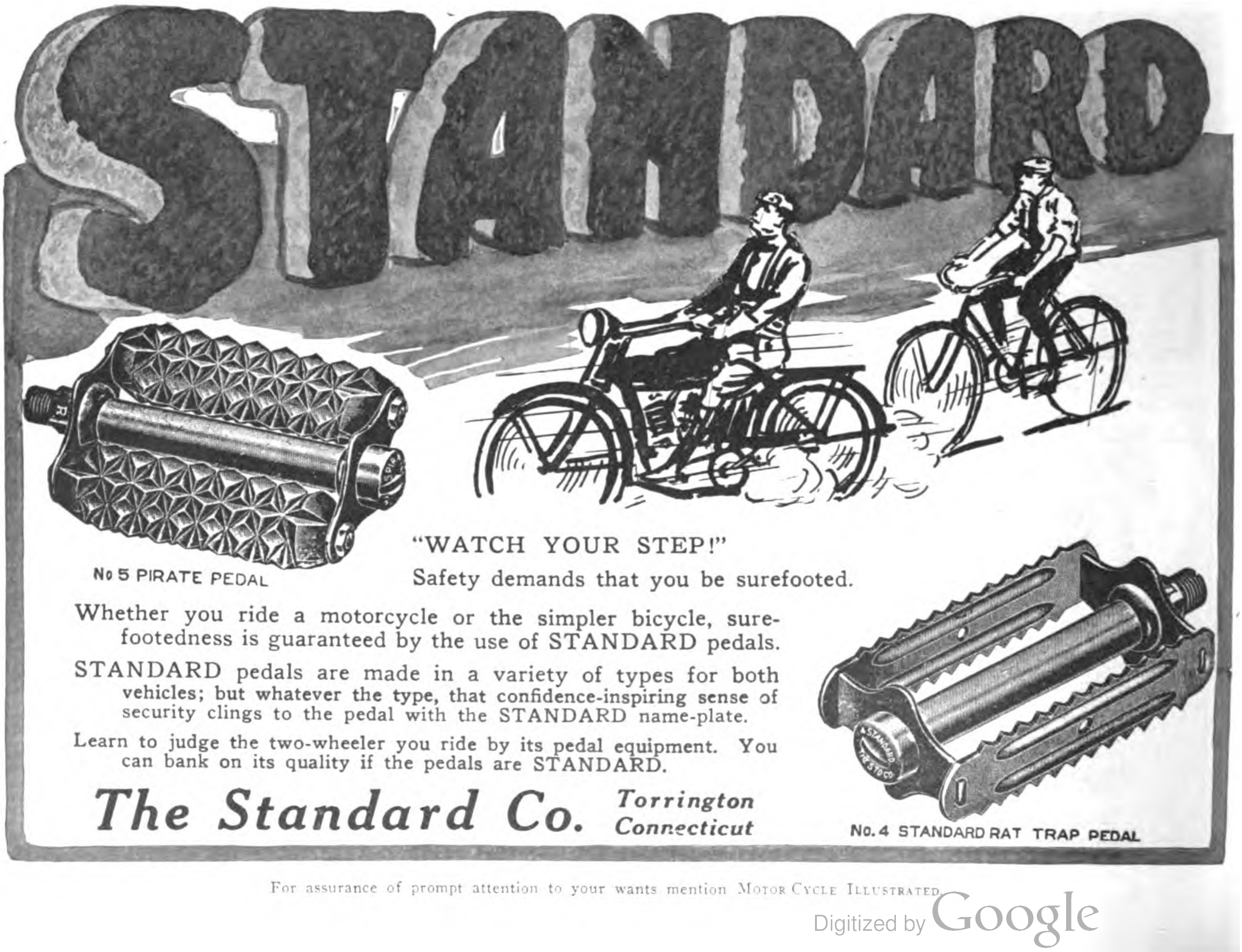
SAN FERNANDO, Cal.—Miss Gladys Rowe, 12-year-old daughter of Willis A. Rowe, Cleveland dealer here, is the envy of school girls and school boys too, for the matter of that, the city over. For Miss Rowe is an experienced motorcycle rider—of course, a Cleveland rider. She is sufficiently adept in the management of the little machine that her folks have no hesitancy in permitting her to travel along through all parts of the city, the heavily trafficked sections not excluded.

BANKERS RIDE MOTORCYCLES

SAN FRANCISCO, Cal.—Byron Turner, of the Bank of California, has purchased a new 1917 Henderson. Turner bought his first motorcycle last March and has given this machine to his brother. The 1916 machine covered nearly eleven thousand miles while in Turner's possession, most of this mileage being covered in week-end trips. A party of five young bankers took a trip to Handford over Sunday and Lincoln's birthday. Hendersons and Indians were used.

AN ATTRACTIVE AGENCY

TACOMA, Wash.—The Tacoma Cycle Co., local representatives of the R.-S., boasts of having one of the neatest and most businesslike agencies in the Northwest. The salesroom and repairshop were recently overhauled and brought up to the minute, and the visitor is now very favorably impressed by the general makeup of the establishment.


STANDARD
No 5 PIRATE PEDAL
No. 4 STANDARD RAT TRAP PEDAL

"WATCH YOUR STEP!"
Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

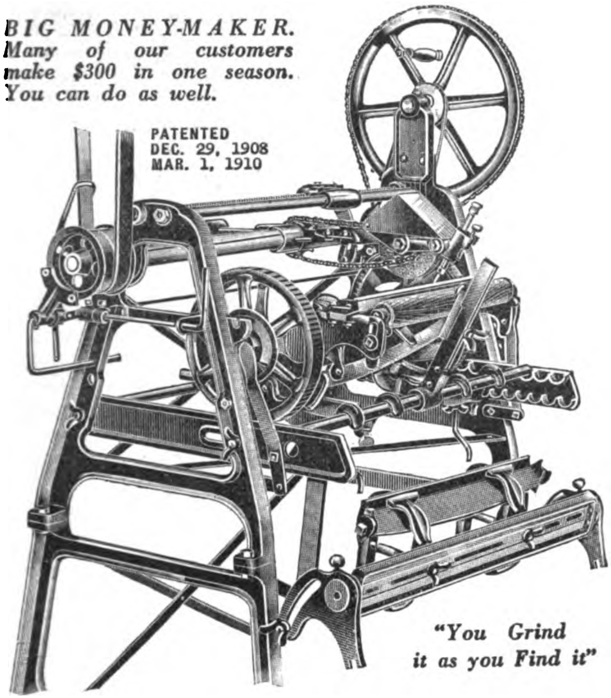
STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. *Torrington Connecticut*

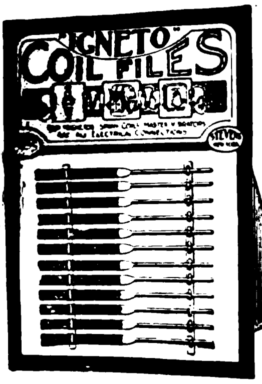
"IDEAL" LAWNMOWER GRINDER

BIG MONEY-MAKER. Many of our customers make $300 in one season. You can do as well.



Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $40. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio



PERFECT IGNITION

Avoid electrical troubles by keeping all contacts clean and true.

IGNETO COIL FILES

Just Right for Magnetos and Spark Plugs.

List Price, 25c. Each

Attractive display card for dealers.

STEVENS NEW YORK

375 Broadway
New York

INDIAN DAY FOR F-N TOO

The only tandem that attaches properly to the spring frame Indian. More than 75% of the tandems sold for the Indian are F-Ns.

Price, $11.50 Each

FENTRESS-NEWTON MFG. CO.
Detroit, Mich.

14,000 Miles on a

DUCKWORTH EQUIPPED

Harley-Davidson Without One Minute of Chain Trouble

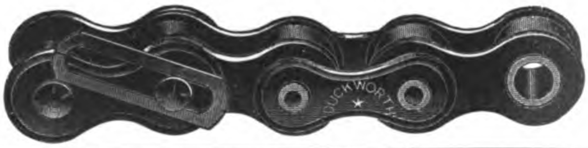
You wouldn't want stronger proof of the quality and durability of Duckworth Chains than is afforded by a letter recently written to us by Alfred Leroy, of Los Angeles, Cal.

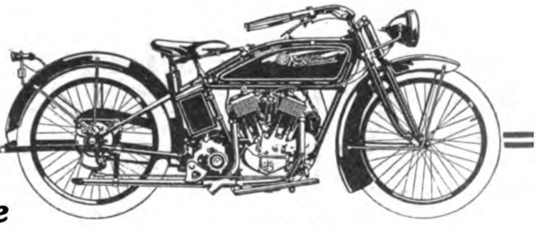
Mr. Leroy says in part, "Enclosed you will find a window pictorial from the Harley-Davidson Motor Co., which shows the machine I am using in touring U. S. A. Last year I toured over 14,000 miles using your chains, and in all that mileage I did not lose one minute on account of chain trouble."

What makes Mr. Leroy's record more remarkable is the fact that he has only one arm and no legs and uses a sidecar with his Harley-Davidson.

If you have two legs use them to insist on Duckworths. They are standard equipment on 1917 Harley-Davidson, Indian, Henderson, R-S, Dayton, Excelsior and Pope motorcycles.

Duckworth Chain & Mfg. Co.
Springfield, Mass.





The

READING STANDARD

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company
501 Water Street **Reading, Pa.**

MY FIRST 1,000-MILE TOUR

(Continued from page 13)

tain top on a clear day the tourist can see Lake Champlain off to the west, the Canadian mountains to the north, Portland, Me., to the east and the mountains in Massachusetts to the south. The view is certainly worth all the trouble it may cause to any motorcyclst, and I strongly advise all riders who are in the vicinity to make the ascent, either with or without their machines.

While I was on top of the mountain I had the satisfaction of learning that the day of our visit was one of six days during the whole season on which it was possible to see Portland. The air was very clear, and it may be taken for granted that we made the most of the opportunity to look over the surrounding country.

Camped at Jefferson

I went down about 3 p. m. and reached the "Glen House" at 6. After a brief rest I rode on through Gorham to Jefferson. Here I camped overnight, with the idea of reaching Bristol, N. H., on Friday. Friday morning dawned bright and sunny. Birds were singing on all sides and I felt at peace with all the world. By the way, fellows, that is a feeling that is worth trying for.

My motorcycle was in fine trim, but on the way to Bethlehem I ran out of gasoline and hailed a motor truck that was looking for an automobile wreck along the road. We hunted around for some vessel in which to carry the gasoline "from mother to colt," so to speak, and had about given up the search when one of the fellows discovered a bottle of ginger ale lying in a nearby creek. After draining its contents, I transferred about half a gallon of gas to my tank and then rode on towards Whitefield.

I continued on down towards the Profile House, saw the "Old Man of the Mountain," met some fellows from Kansas who were touring the New England States by motorcycle, and who asserted that they had never seen such beautiful surroundings, and then proceeded to "The Flume."

Worth While Sight

This is a place that is well worth seeing, and it might easily be passed by the casual tourist. The Flume is a ravine cut out of the rocks by the rain, ice, sleet and snow of centuries, and is one of the most interesting sights of the whole vicinity. The carriage ride to the Flume is 50 cents, but if you don't use a carriage the admission is only a nickel.

After taking a few snapshots I rode on towards Plymouth and then to Bristol, where I attended the only moving picture show in town, and in fact the only one I had been on the entire trip.

Friday found me on the road at 7:30 a. m., but I lost about two hours in hunting for a suitable place to eat. Finally I found a quick lunch room, and the situation was saved. I had to wait, however, until the proprietor went out and bought steak, etc., and then hold my patience further until he peeled potatoes and performed other mysterious rites in the kitchen. When I had finished it was about 10 o'clock, and I set out to make up for lost time.

Having seen what is recognized as the finest scenic district of New England, I rolled along at a fairly good gait and arrived in Bennington at sundown, thus completing a vacation outing that was as remarkable for its economy and its freedom from trouble as it was satisfactory from the standpoints of recreation and scenic returns. I brought back in my tires the same air that I started with, and the motor of my Indian machine performed excellently throughout.

I am absolutely convinced that the rider of average ability can enter upon a 1,000-mile motorcycle tour with perfect assurance of safety and enjoyment if he will equip himself properly, carry a few "spares" and give his mount commonsense treatment. And I am equally convinced that there is no better vehicle on wheels for such an outing than a trusty motorcycle.

TO OPERATE A BRANCH

ROCHESTER, N. Y.—It was erroneously stated in a recent item that Towner Brothers, local Dayton agents, were planning to move to the corner of Lyell and Saratoga avenues. The firm now explains that it will maintain the present store at 940 Jay street, and operate a branch at the new location.

WEITZMAN GETS INDIAN SUB-AGENCY

DETROIT, Mich.—William E. Metzger, local representative of the Indian, has recently placed a sub-agency with Abe Weitzman.

H•R
7143
⅝" Pitch—¼" Wide
7144
⅝" Pitch—⅜" Wide

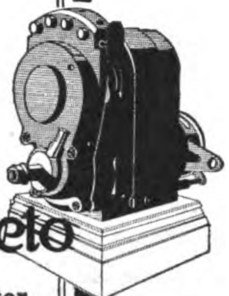
RENOLD
is a "buy" word for chains that always return full value to the rider.
For more than 35 years the makers of Renold Chains have been putting 100 per cent material, labor and brains into their product. The results are shown in their 100 per cent service and strength.
Peter A. Frasse & Co., Inc.
419 Canal Street, New York

Firestone
Motorcycle Tires
The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.
More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.
Firestone Tire and Rubber Company
Akron, O.—Branches and Dealers Everywhere

NATIONAL Motorcycle and Bicycle Spokes
For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!
We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.
The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find
THE STAR
STAR
Ball Retainers
Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Advertisements for
MIAMI-MADE BICYCLES
Will Be Reproduced Before Buyers
7,205,046 TIMES
Cash In On This Advertising
Four Lines
RACYCLE, HUDSON, MIAMI, FLYING MERKEL
Send today for catalogs and proposition.
Miami Cycle & Mfg. Co., 1835-1851 Grand Avenue, Middletown, O., U. S. A.

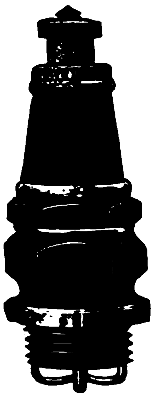


Worth More

Does More

The
Berling Magneto

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.



BENTON VALUE

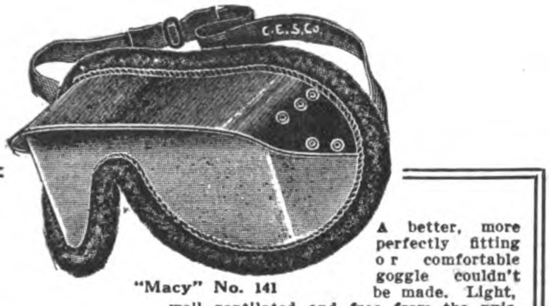
The value of a spark plug isn't always represented by the price you pay for it.

If you ever were stuck out on the road, a long way from home and help, when the mercury was knocking the bottom out of the thermometer, you can begin to appreciate what we are driving at.

It is just this: One dollar is little enough to pay for a Benton Plug and the troubleless service you get from it in all kinds of weather. Less than one dollar is much too much to pay for any plug that gives less satisfactory service than a Benton.

Try one and prove it. Booklet on request.

L. F. Benton Co.
Vergennes :: :: :: :: Vt.



"Macy" No. 141

A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

All Motorcyclists Should wear the Chicago Dimmer Goggle

CHICAGO EYE SHIELD CO.
Chicago, Ill.

Pullman
THE HARRY SVENSGAARD SALES CORP DETROIT

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

MASCO

Motorcycle Supplies
THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.
CATALOG SENT ON REQUEST
DEALERS' PROPOSITION
Quality—Service

EXPERT OVERHAULING
Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.
MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
309 W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3006 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York Bronx Branch
563 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1601 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Sarvice Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3006 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1031 Bedford Ave., Brooklyn

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton: also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1800 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7063

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.

Literature furnished on request.

The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

WE HAVE IN GOOD SHAPE 1916 Indian Electric, $225; 1913 Indian Regular Twin, $90; 1911 Indian Regular Twin, $65; 1914 Thor 5 h. p. Two-Speed, $60; 1913 H-D Regular Twin, $75. Will ship anywhere upon receipt of small deposit, balance C. O. D. Billy Teubner & Co., 208 N. Main St., Dayton, Ohio.

1915 TWO-SPEED twin Harley-Davidson motorcycle and Rogers sidecar. Good condition. Price $150. Paul Trapp, Jr., Big Stone City, So. Dakota.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

SNAP—1917 Henderson three-speed; run 200 miles. Fitted with Presto tank, headlight, Corbin-Brown speedometer, F-N tandem, Handphone signal and magneto cut-out. Price $300. E. H., care Motor Cycle Illustrated.

LOOK—you bike riders. Will sell my new 2½ H. P. Shaw bicycle motor attachment, used 75 miles; first $30 takes it. Howard Pauling, Monee, Ill.

CYGNET REAR CAR. Used for 1 week only; not a scratch on it. Price $75 if sold immediately. Write N. B., care Motor Cycle Illustrated.

ROGERS SIDECAR, used half of last season and as good as new. Price $50. X. X., care Motor Cycle Illustrated.

FOR SALE—1915 two-speed Henderson, first class condition, fully equipped, price $145. Send $25 deposit, balance C. O. D. Address J. M. Guest, 1233 Ellis Street, Augusta, Ga.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

THREE-SPEED INDIAN, Speedway motor, spring frame, electric equipment, speedometer, tandem, new shoe front, good rear shoe, 1915 model. Price $175. J. H., care Motor Cycle Illustrated.

HARLEY-DAVIDSON, 1913 twin, tandem, speedometer, Presto headlight, Handphone. Bargain at $105. L. M., care Motor Cycle Illustrated.

TWIN INDIAN, 1914 model, electrically equipped and fitted with speedometer, watch and mirrorscope. Price $140. E. F. H., care Motor Cycle Illustrated.

TWO-SPEED TWIN INDIAN, 1914, electrically equipped. Machine has F-N tandem and Corbin-Brown speedometer. Price $160. H. E. F., care Motor Cycle Illustrated.

ALMOST NEW 1915 twin Indian with $40 worth of equipment. Bargain at $175. S. R., care Motor Cycle Illustrated.

EXCELSIOR, 1914 twin, thoroughly overhauled and in perfect condition, $110. M. L., care Motor Cycle Illustrated.

TWIN INDIAN, five horsepower, good shape; $75. R. P., care Motor Cycle Illustrated.

NEW BIG 4 POPE single model. A snap for anyone at $125. P. P., care Motor Cycle Illustrated.

FLYING MERKEL parts for sale, magneto, carburetor, tires, seat, clutch, cylinder, crank case, 1914 Indian, 1914 fork. R. L. Rourke, Webster City, Iowa.

POPE LIGHTWEIGHT, 1916 demonstrator; has not been run over ten miles. Bargain at $100 for quick sale. G. J., care Motor Cycle Illustrated.

HELP WANTED

FIRST-CLASS experienced Bicycle Repair Man. Best salary paid to the right party. Steady position year round. Address C. G., care Motor Cycle Illustrated.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man on Indian motorcycles wanted. Must be sober and a good workman. Sykes Motor Co., 37 E. Long Street, Columbus, Ohio.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

DEALERS ATTENTION—We are in a position to handle any kind of storage battery repairs; don't discard them if they don't hold or take a charge, send them to us, our charges are reasonable. Service station for Wico Storage Batteries. Billy Teubner & Co., Dayton, Ohio.

WANTED—Model 1915 or '16 Indian sidecar. State condition. Harry Moser, 128 Clinton Street, Saratoga Springs, N. Y.

WANTED—Sidecar in good condition, any make, Harley-Davidson preferred. State price. J. P. Hyde, Bristow, Va.

Pope

Twin
Electric

WITH

SKF

Ball Bearings

The Motorcycle of Exclusive Features

Not surface-features that are brought forth to stimulate sales—but substantial principle of construction that form the very backbone of the Pope:

The hill-climbing, speed-creating overhead valve motor—familiar on racing machines but stock-construction only on the Pope.

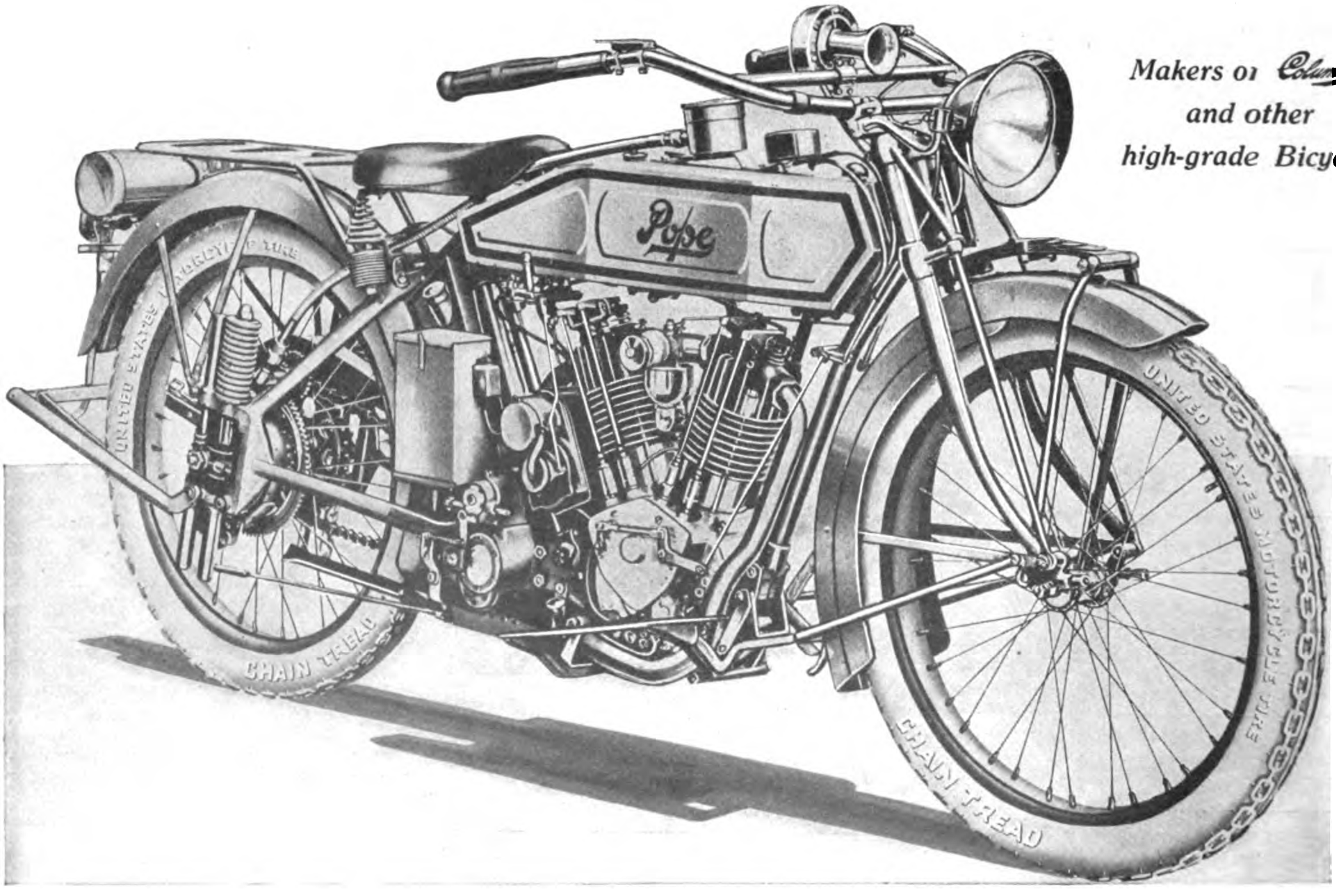
The rear spring suspension that protects rider, tandem passenger and motor—but makes sidesway impossible.

The always-in-mesh gears that make gear-stripping almost unknown on the Pope.

The segment starter, acting directly upon the engine shaft—that turns the motor over three times at an operation—and takes the teeth out of a backfire.

So on down the list, the Pope is built on a rock-bottom of scientific design.

Westfield Manufacturing Co.
Department 11 WESTFIELD, MASS.

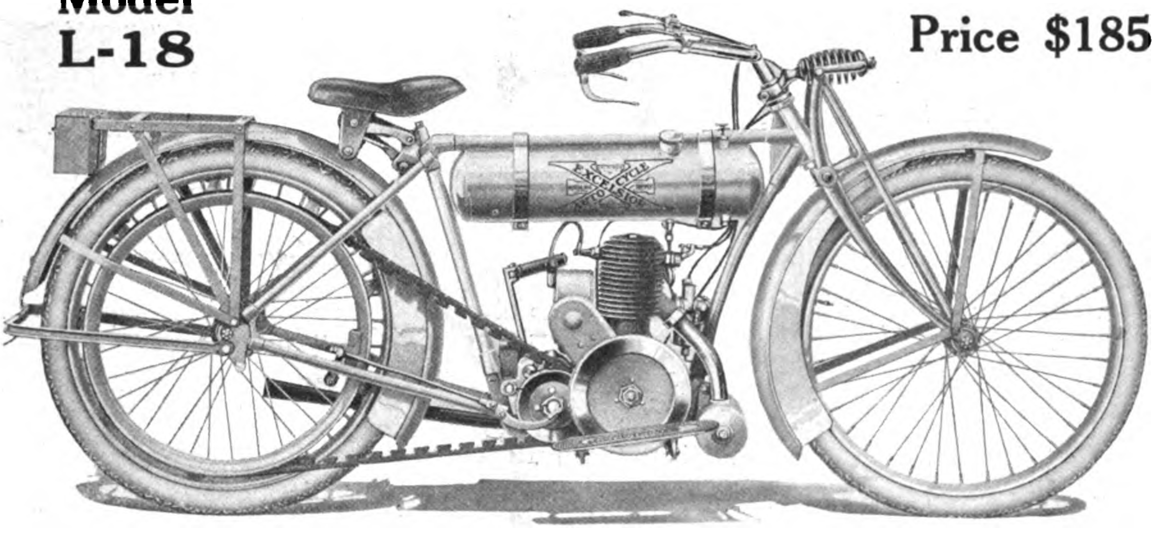


Makers of Columbia
and other
high-grade Bicycles

Excelsior Lightweight

Model L-18

Price $185.00



The Triumph of Real Lightweight Construction

In the EXCELSIOR MODEL L-18 we have embodied every mechanical detail required in a thoroughly practical road machine.

Motor—single cylinder, two stroke, with power and speed ample for all individual service.

Transmission—automobile type sliding clutch, two speed.

Brake—shoe type on belt rim, simple and efficient, operated by foot lever near right foot board.

Motor Starter—foot operated, gear and segment type.

Ignition—high tension magneto, chain driven.

Carburetor—Schebler, specially designed for this motor.

Control—throttle by lever on handle bar.

Spark control—automatic.

Gear shift—by lever on left side of tank.

If you want a sane and sensible motorcycle for all ordinary service, see the dealer or write for catalog.

EXCELSIOR MOTOR MFG. & SUPPLY CO.
Office and Factory, 3703 Cortland St., Chicago

Pope

America's Pioneer Lightweight

FIRST of its class to be made in this country, the Pope Lightweight has maintained a position of unquestioned leadership for over six years.

Thousands of this model have been put to the test of continuous service in every corner of the globe—from the bullock trails of India to the traffic-congested streets of our largest cities.

Everywhere it has won popularity because of its thoroughly motorcycle construction and its utter dependability.

Through and through, it is built of the highest quality of material and with the most scientific workmanship.

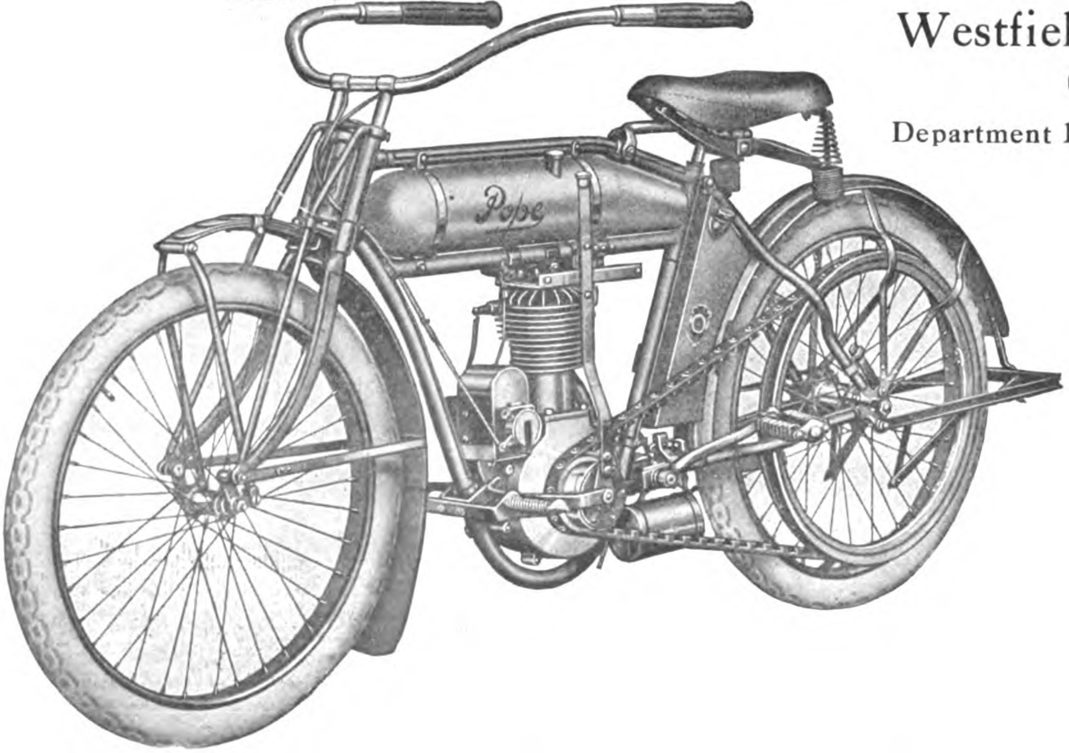
Its motor is of the time-proved four-cycle type that is standard in motorcycle manufacture.

Its Pope spring seat post and vanadium steel leaf spring fork afford real protection from jars.

Its truss rod fork reinforcements, twin stem handlebars, Eclipse clutch, Spartan V-belt, large Troxel saddle, heavy motorcycle tires, high tension imported magneto—all make for sturdiness, high efficiency, comfort and simplicity of construction.

The Pope Lightweight is an all-service machine: for the ride to work, to the ball-game, to the trout-stream, or just for a pleasant spin. It fills an every-day need.

WRITE FOR CIRCULAR GIVING DETAILS

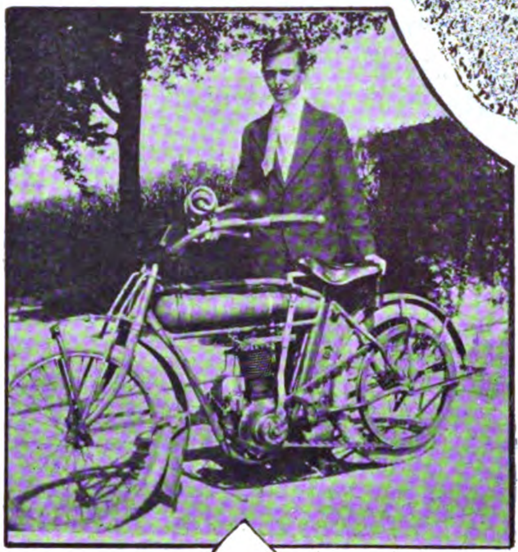


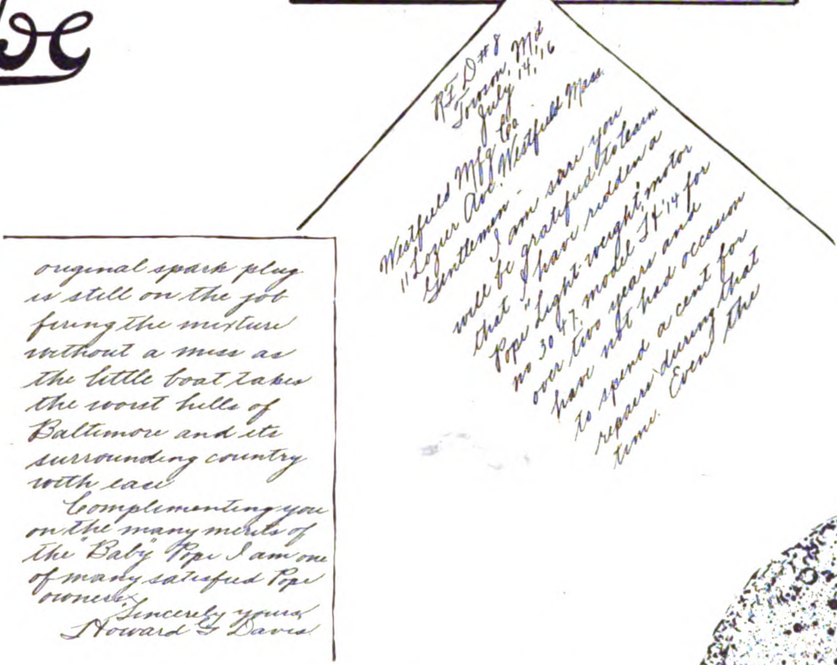
Westfield Manufacturing
Company
Department 11 Westfield, Mass.

Makers of the
Columbia
Bicycle

Lightweight Model H-17

A Sample of What Its Many Friends Say About the Pope





R F D #8
Towson, Md
July 14, '16

Westfield Mfg Co
11 Lozier Ave. Westfield Mass

Gentlemen - I am sure you will be gratified to learn that I have ridden a "Pope" light-weight motor no 3047 model L-14 for over two years and have not had occasion to spend a cent for repairs during that time. Even the original spark plug is still on the job firing the mixture without a miss as the little boat takes the worst hills of Baltimore and its surrounding country with ease

Complimenting you on the many merits of the "Baby" Pope I am one of many satisfied Pope owners.

Sincerely yours
Howard G Davis

Price only $140.00

The Answer

THE Cleveland Lightweight is taking the drag out of the Motorcycle business. Watch the way everybody is using the word "Lightweight"—even in the automobile business.

Remember how the Cleveland swept in last year with the common sense ideas that are now being considered by all other makers, and that have always been wanted by riders.

You're not in business for your health. What you need is a machine that will sell—sell on demonstration—sell fast and sell in big quantities—a machine that embodies the best ideas of all good motorcycles, is quite free from the hangovers of the experimental days and has specifications that can't be beat by any other motorcycle made.

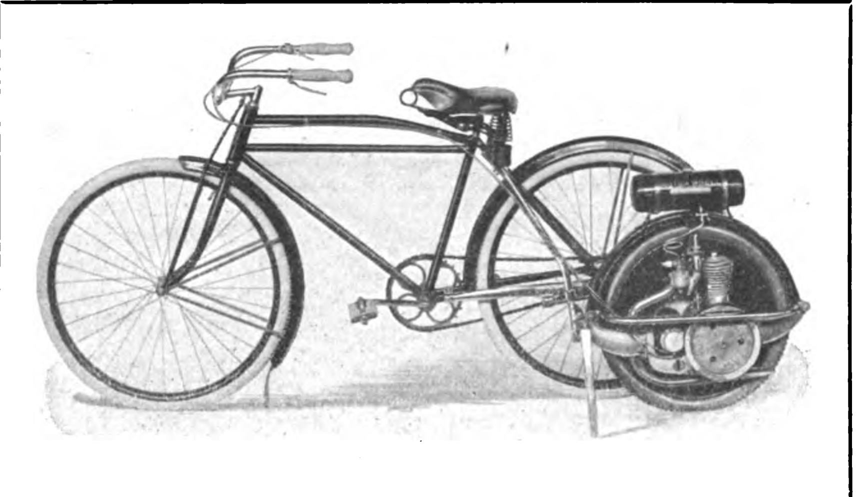
That's the Cleveland Lightweight. Everybody's coming to it.

What about some easy money for you this season—and next?

The Cleveland Motorcycle Mfg. Co.
7211 Platt Avenue
Cleveland, Ohio

The Cleveland
Lightweight

"Let the SMITH Do the Work"



Why Not Sell the Real Bicycle Salesman?

The one that has the power, is clean, does not strain the bicycle, has positive traction, and from which the rider gets no vibration while riding.

Smith Motor Wheel
DETACHABLE

Is showing live dealers everywhere the way to a *successful, profitable bicycle business.*
Dealers: Write us or nearest distributor listed below for proposition

J. W. Grady & Company, Worcester, Mass., New England.
Haverford Cycle Company, Philadelphia, N. J., Eastern Pa., Va., N. C., S. C.
Nickerson & Schroeder, 1078 Bedford Ave., Brooklyn, N. Y., New York City, Brooklyn, Long Island, Western Conn.
Edwards-Crist Mfg. Co., 13th & Michigan, Chicago, Ill., Cook County.
A. E. Bregent, 208 St. Catherine St., Montreal, Can., Dominion of Canada.
Buckeye Motor & Cycle Company, Akron, Ohio, Ohio (except counties contiguous to Columbus).
Penn Motor Supply Company, 5900 Penn Ave., Pittsburg, Pa., Southwestern Pa.
Schmelzer Arms Company, Kansas City, Mo., Kansas and Western Missouri.
Ballou & Wright, Seattle and Portland, Washington, Oregon and Idaho.
Appeal Manufacturing & Jobbing Co., 631 S. Los Angeles St., Los Angeles, and 1596 Market St., San Francisco, Calif., Arizona.

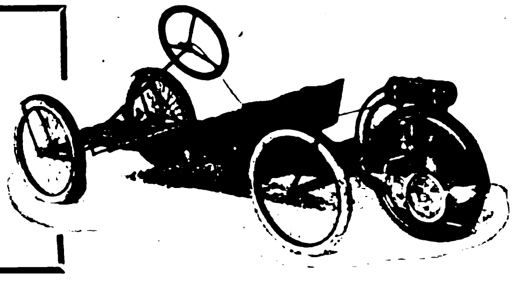
MOTOR WHEEL DIVISION

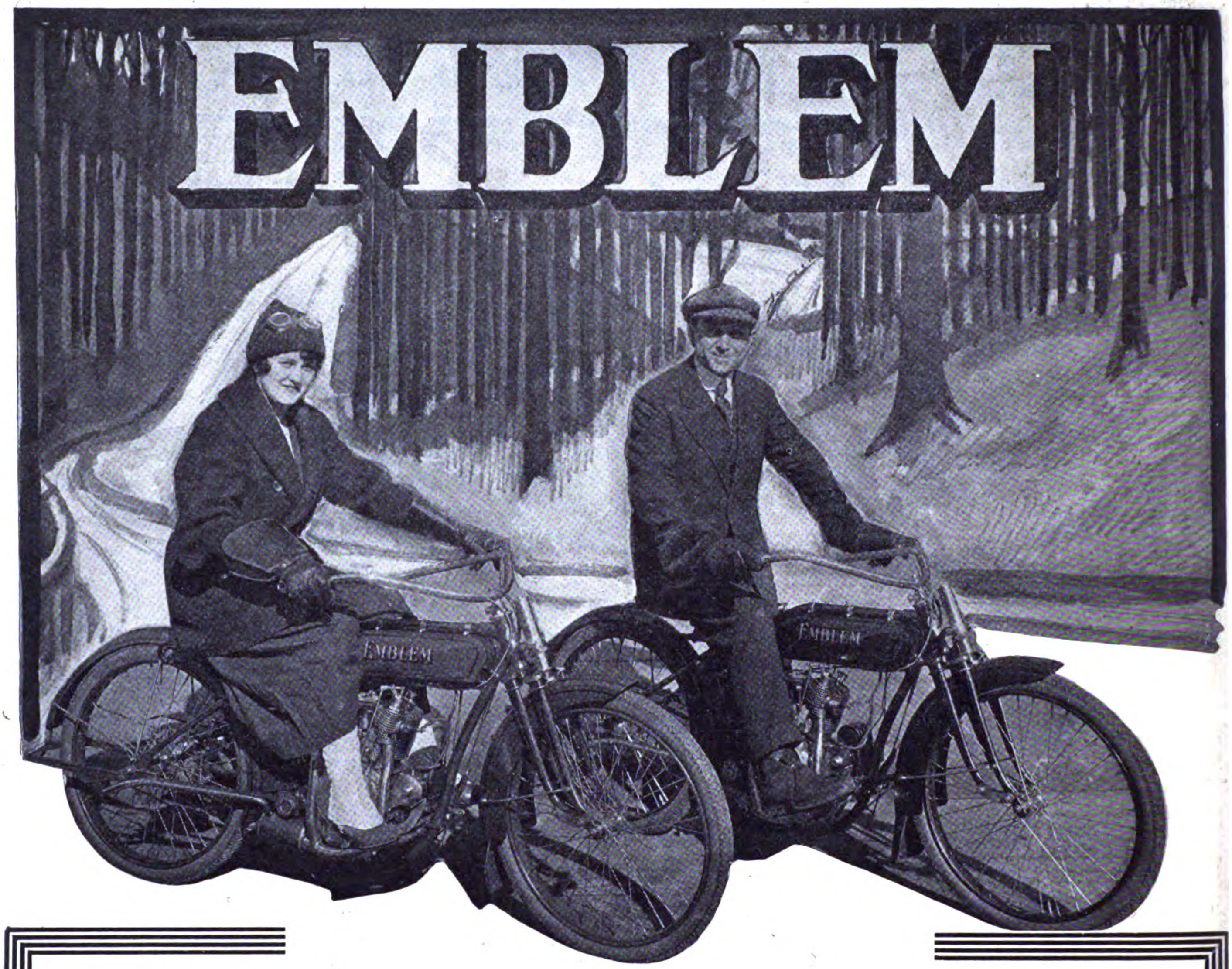
A. O. SMITH CORPORATION

MILWAUKEE WISCONSIN

THE SMITH FLYER AGENCY

goes with the Smith Motor Wheel. The sturdy Smith Flyer is sweeping the country with its success. Order a demonstrator, and "start the ball rolling" in your town. For the asking, we will send you copies of letters from dealers who report big 1917 business on the Smith Flyer and Smith Motor Wheel already—and the season is just opening. Write us today; we'll tell you more.



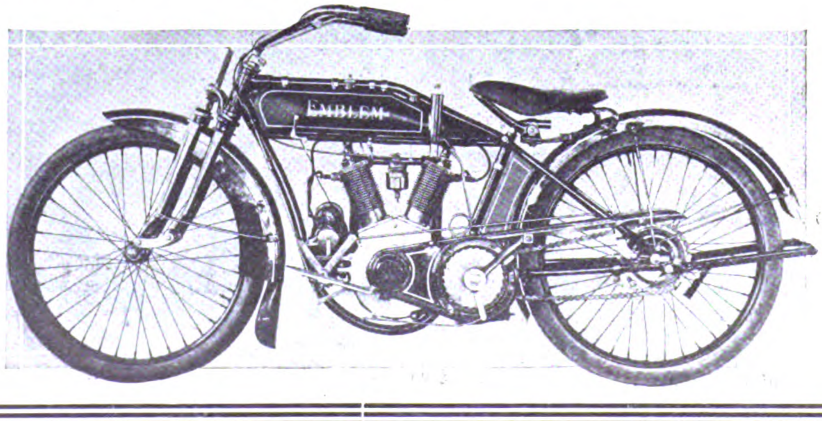


The Common-Sense Motorcycle

Light in weight, simple in operation, easily handled, yet with ample power and stability to negotiate *any* road—the EMBLEM is the *one common-sense motorcycle of today!*

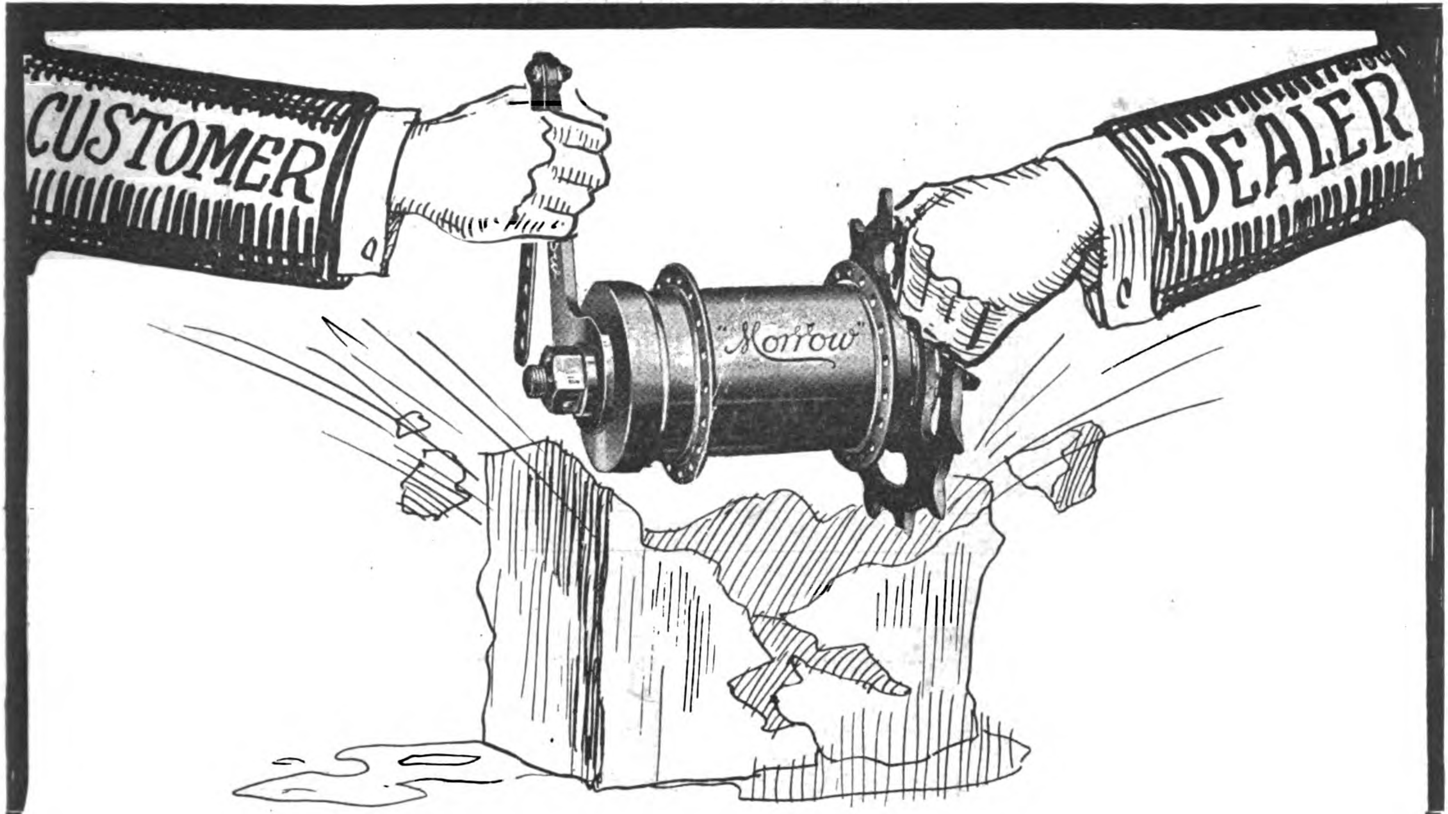
The EMBLEM impresses the "man on the street"—the prospect YOU, Mr. Dealer, want to reach,—with its remarkable silence, its flexibility, its clean-cut appearance and its general all-around TRIMNESS.

There's nothing experimental about the EMBLEM. It's the result of eight years' motorcycle manufacturing experience—the boiled-down *essence* of motorcycle refinement—the last word in *sensible* motorcycle construction!



Get aboard, dealers! Full details and specifications on request. The EMBLEM will not interfere in any way with your present line of heavyweight machines—it appeals to an entirely different class of people—so write us today.

EMBLEM MFG. CO.
Angola, N. Y.



Break the Ice with a

Morrow

You know the prospect who bustles into your store and bellows, "I want to buy a bike for the boy, but I want to be sure it's safe."

Right there is your opportunity to break the ice by showing him a Morrow equipped bicycle. You'll get right under his skin when his eyes light on the large braking surface of the Morrow—the largest of any coaster brake made. He sees before him the highest example of braking control that can be applied to a bicycle, and he is impressed.

Then, when you lift the rear wheel, and show him with what ease and speed it spins round on the slightest forward pressure on the pedal the sale is clinched.

Words are unnecessary, for Morrow deeds are more convincing.

ECLIPSE MACHINE COMPANY

ELMIRA NEW YORK

How We Have Made It Possible for Harley-Davidson Riders to Get the Equivalent of Factory Service in their Own Locality

What We Are Doing in the Way of "Extra Service" for Our Dealers

WE are doing more for our dealers to make it possible for them to render the very best service to their riders, and we are doing more for Harley-Davidson riders to get the best service out of their motorcycles than any other motorcycle manufacturer is doing for his dealers and riders.

39 authorized service centers in the United States alone, not counting the extensive service plans followed in foreign countries, make it possible for Harley-Davidson dealers everywhere to render very highly satisfactory service.

Most of the service centers in this country are in charge of factory trained men, and more and more of the foreign service centers are improving their service by sending their service men to the Harley-Davidson factory for training.

Every Harley-Davidson dealer has the privilege of sending his head repairman to the factory for training, so that riders in his territory can receive the equivalent of factory service.

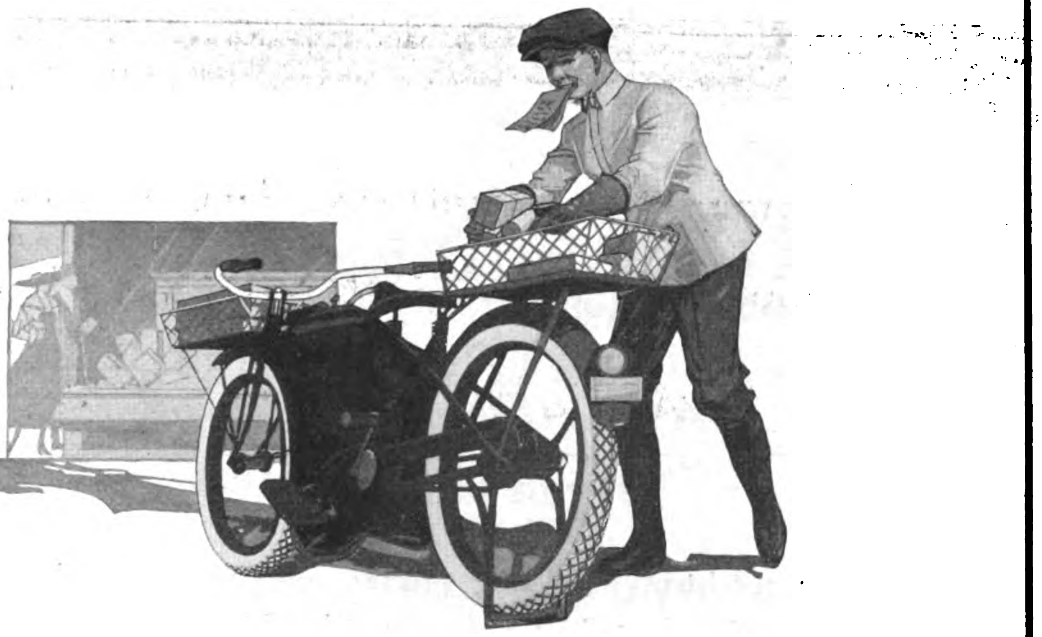
Factory tools, jigs, and shop equipment are supplied to Harley-Davidson dealers desirous of rendering the equivalent of factory service.

Harley-Davidson dealers receive service bulletins issued just as often as we are able to develop new time saving and labor saving shortcuts for repairmen or service men. This keeps our dealers' service organizations at highest efficiency and constantly in touch with the factory, making it possible to give service as good as factory service.

Harley-Davidson dealers procure spare parts from the nearest service center, paying only for transportation charges from that center, and not from the factory.

Harley-Davidson dealers tell us that many sales have been made on the strength of the remarkably efficient service organization back of the Harley-Davidson product.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



BLUE STREAKS

They Deliver

There is a big field open to aggressive dealers through the sale of motorcycles to merchants for delivery service. And one of the strongest arguments to such merchant-prospects is the Goodyear Blue Streak Motorcycle Tire.

Talk delivery service and Goodyear Blue Streaks at the same time. For these are the tires that really deliver. A motorcycle is no better than the tires that carry it. And a merchant's motorcycle delivery service is no real asset in business if it is hampered by frequent tire-trouble shut-downs.

The modern retailer's business today demands superior delivery facilities. His deliveries must be unfailing and prompt.

If they are not, his competitor will get his business.

So when you sell a merchant Goodyear Blue Streak Motorcycle Tires you show him the way to efficient deliveries. And by the same argument you help him reduce his operating expense.

Let Blue Streaks help *you* sell motorcycles in this way. There is a big profit field open to you.

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton	Harley-Davidson
Excelsior	Reading Standard
Indian	Henderson
Thor	Iver Johnson
Pope	Emblem

Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

GOODYEAR
AKRON

A Heavyweight Motorcycle Tire of Automobile Construction for Lightweight Machines

—And a Standard Corrugated Tread for Motorbikes

For consistent SERVICE, greater durability, more-mileage-per-dollar, anti-skid qualities and unquestioned superiority of material, workmanship and inspection, backed by the reputation of the Largest Rubber Manufacturer in the World, the

United States 'Usco' Black Tread Tire

is easily in the fore-front of the 1917 sales race. Stock the 'Usco'—*the heavyweight motorcycle tire of automobile construction*—made by the same process and people as the famous 'Usco' automobile anti-skid tire—if you would gain and *hold* customers. The 'Usco' comes in 26 x 2¼ size. *Specify 'Usco' on all Lightweight Machines.* The manufacturer stocks 'Usco' Tires and will be glad to honor your specifications *without extra charge.*

A Standard Corrugated Tire for Motorbikes

The United States Motorbike 'Corrugated' Tread, as used *exclusively* on all Davis Dayton Machines, and as will be used *exclusively* on all the new Merkle Motor Wheels, is made specially to meet fully all the tire needs of motorbikes. *Order your stock of Motorbike 'Corrugated' without fail or delay.*

United States Tire Company

1790 Broadway, New York

MOTOR CYCLE ILLUSTRATED

For the Rider and the Trade

13 PARK ROW
NEW YORK

Volume 13 March 1, 1917 No. 9

Making a Recruit

Friend Steve Was Ready to Graduate from the Bicycle Class Into the Motorcycle Division but He Didn't Need a Big Twin and the Lightweight Story Was Unknown to Him

How Two Demonstrations and a Few Commonsense Arguments Offset the Bad Influence Created by a Reckless Speed Fiend

BY D. B. PANGBURN

I SOLD a lightweight here last Saturday. It was one of those raw blustering days when the wind was whooping clouds of dust along the street till a desert sandstorm wasn't in it. I was plugging along home when I came up back of Steve Royce, bucking the breeze with his push-bike.

Now I don't claim the push-bike has no good points. It has—plenty of 'em. I used to ride one myself in the long ago, and Steve says it saves him half the time it would take to walk anywhere. But I know something better, something that saves four-fifths of the time it would take to walk anywhere and takes no effort either—yes, you've guessed it, I've been trying to land Steve in the motorcycle ranks for a long time.

Steve a Man of Method

Steve's one of those methodical chaps who won't get a thing unless he (1) thinks he can afford it, (2) thinks he wants it worse than the dollars it represents and (3) has enough of the dollars lying around loose to pay the full price, less 2 per cent. for cash; no time buying for him. And being as he is, he seldom has any dollars lying 'round loose because if he sees any that look as if they were going to get that way he claps them in the bank to keep from spending them. Yes, I've been trying to get him into the game, but nothing doing; he *thinks* he can't afford one and that settles it, though he has cash enough to buy three or four. So lately I've just been sliding past him with a grin and a wave of the hand, trying to make him envious, like.

But today I thought I saw a fine chance to do a little of this "love thy neighbor" stuff, and give a convincing demonstration at the same time, for Steve is a sort of light weight himself in the muscle line, and he was pedalling his head off and looked about all in and ready to give up and walk, so

"Catch a-hold, Steve," I yelled at him, catch a-hold of my shoulder and I'll give you a tow!"

Well, Steve caught hold, without any more urging, and presently we stopped at his place, three-quarters of a mile further out.

"That was sure some help," puffed Steve, for he had hardly got his wind back yet.

"Why don't you have one of your own?" I shot back, "you're able enough, all you need is to be willing. If you won't get a big machine get a lightweight."

"What's a lightweight?" Steve wanted to know.

If he had had the proverbial feather there he could have knocked me over. To think of a fellow asking a question like that in a town where there are half a dozen motorcycle agents! It doesn't seem possible, yet it's the gospel truth. I stopped to think, then, and in a second I was sure *I'd* never mentioned the lightweight to Steve, and if I hadn't it wasn't strange that no one else had. He'd never had anything but big twins talked to him.

Had the Inclination

Well, I had my copy of **Motor Cycle Illustrated** for that week in my pocket—been showing it to some of the fellows on the job, and you just bet it didn't take me long to show Steve what a lightweight was, both by pictures and reading matter. And then the whole trouble came out.

It seems that Steve *had* wanted a machine right along, but that one of these open muffler speed fiends, the kind that are always making trouble for themselves and everybody else, had tried to take the corner near Steve's place at too swift a pace some time back, and had run up over the curb, pushed over a hitching post and wound up under the machine in the middle of the lawn. Steve ran out to help the fellow and tried to lift the machine off him.

Where Weight Told

Now, I have told you that Steve is no husky, and you know how awkward a chap can be with a thing like that if he hasn't the knack of it. The result was that after a while he got the tub off the lad, but he got the idea firmly fixed in his mind while doing it that a heavy twin was something he could never handle. Then the rider, who wasn't hurt as much as he ought to have been in my opinion, filled him full of how costly repairs were and how tires never did over 1,000 miles—just because he burned them up himself, of course, and didn't take any care of his bus—until it was no wonder that Steve wouldn't look at a machine, wouldn't even take a spin on my own boat.

But I saw that the lightweight stuff had Steve going, and as we don't have to work Saturday afternoon, I figured I'd give him an earfull while the listening was good. For he wasn't quite convinced—only interested—still afraid he might not be able to handle it, or couldn't afford it.

"Handle it," I scoffed, "say, can you handle yourself? That lightweight machine doesn't weigh quite as much as you do, and it's a sight easier to get hold of. And as to expense; how long do your bike tires

(Continued on page 43)

The "Get Acquainted" Idea

In Addition to Affording an Attractive New Sales Field the Lightweight Will in Due Time Introduce to the Big Twin a Great Many of the Present Conservatives

The Logical Mount for the Woman Who Pilots Her Own Machine

BY J. A. PRIEST
Advertising Manager, Hendee Mfg. Co.

IN order fully to justify the existence of the lightweight type of motorcycle we have only to remember that it is the connecting link between the fascinating and healthful sport of cycling by motor and hundreds of people who have always felt an inability to operate the heavier and more complicated machines. But for the lightweight, such people might never be brought into the ranks.

The folks referred to have in a measure known of the enjoyment to be derived from the motorcycle; they have longed to get out in the open and explore the highways and byways. But they have been deterred by the belief that they could not master the heavyweight motorcycle, or perhaps by the conviction that they did not need the big machine for their requirements.

High Speed Not Needed

It goes without saying that this type of motor enthusiast does not desire a machine of extreme speed; he is willing to sacrifice speed to obtain light weight and greater economy. All he needs is a mount that will enable him to amble along the country roads. He has the wanderlust, all right enough, but in a somewhat conservative way. It is the spirit of the explorer, perhaps, more than that of the speed-seeker that takes him out on the road, and still the motorist of this class demands all the efficiency and flexibility that is characteristic of the high-powered motor. He insists upon a quality mount, in short, with emphasis upon light weight and simplicity.

For obvious reasons, the lightweight motorcycle should become exceedingly popular in the cities, for it affords all the speed and carrying power needed with maximum ease of handling. This, is true, of course, whether the rider uses his mount for casual trips between city and country, or in systematic service through the congested streets of the marts of trade. A great deal has been said concerning the place of the lightweight in the delivery field, and we will not go into details here. It suffices to say that there is hardly a line of business which does not need the lightweight in some branch of service.

The lightweight is counted upon also to bring into the ranks a great many women riders—for why shouldn't the gentler sex participate in the health-building recreation that goes with the motorcycle, if they can find the type of machine they require? We must admit that the heavy mounts have to a great degree eliminated women as motorcyclists, chiefly because they are physically unable to handle the high-powered machines. With the arrival of the lightweight, however, the woman rider is provided with a motorcycle that will afford all the traveling scope necessary without undue weight or power. There is no reason now why the woman who loves the big outdoors should not join the ever growing ranks of motorcyclists.

It is plain to all who have given the matter thought that the lightweight will never supplant the big twin, and it is not intended that it should, but it can and will open up a new and larger field of motorcycle partisans. From this field there will be graduated from time to time groups of riders who feel that they need more power, or greater speed and ruggedness in their machines, and these veterans will merge with the users of the more highly developed big twin models. Some lightweight enthusiasts will never forsake that type of machine, but it is to be expected that in a great many cases the "little fellow" will serve somewhat as a preparatory mount for the person who will buy a heavyweight as his experience and requirements are extended.

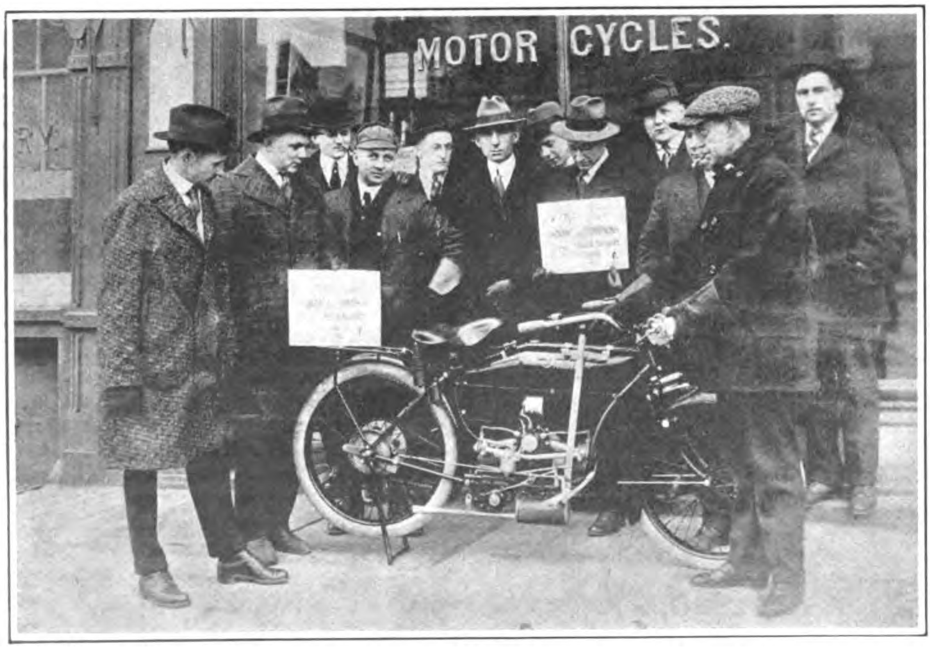
Acts as an Educator

Assuming that the above conclusions are accurate, and there is every reason to believe that they are, it will be seen that in addition to affording a distinct and highly promising sales field of its own, the lightweight is a fine little missionary. It "gets to" the prospective buyer when the heavier machines could not, and thus sows the seeds of enthusiasm for motoring. The rest is comparatively easy.

From the motorcycle dealer's point of view the lightweight is a welcome arrival, because it has rounded out his line; it has been the "yeast" in his motorcycle bread. With his line of bicycles to attract the younger element, his lightweight to satisfy the demands of the chap who demands some power, but not necessarily a great deal, and his assortment of big twins for the seasoned enthusiast, he is prepared for whatever sales opportunity may come his way.

While the lightweight type has all the power required for efficiency, its whole makeup tends to simplify operation and not the least important attribute of the newcomer is its ease of handling—a great factor in interesting the conservative classes. It is safe to say that at this moment there are folks, professional men and others, riding lightweights throughout the country who could never by any stretch of the imagination be considered as prospects for big twin sales. But they may get around to the big twins in time, now that they are acquiring a pleasant and fruitful education in motorcycle riding under conditions that

(Continued on page 25)


MOTOR CYCLES.

How the Lightweight Puts Across the "Get Acquainted" Idea; G. H. Tompkins, Richmond, Va., Telling the Boys About the New Arrival

Light On the Lightweight

Turning Publicity's Glare on the Features That Tend to Make the Light Two-Wheeler the Mount of the Masses; Simplicity, Handiness and Economy Its Big Points

A Machine with Ample Speed for Ordinary Purposes

BY D. R. HOBART

IT must be obvious to all who have seen the lightweight motorcycle, that one of its strikingly prominent features, if not, indeed, the most prominent, is its simplicity. All the elements essential to its successful operation are provided; there is nothing complicated, nothing unnecessary fitted.

This simplicity brings with it a great advantage to the beginner, in enabling him quickly and easily to learn the operation of the lightweight. The parts being few, but little attention has to be paid by the rider to the upkeep of the machine, and in case anything should go amiss with the mount, the trouble is readily traceable to its source and remedied with a minimum of labor and time.

For Seasoned Riders

The simplicity of the lightweight makes its appeal to the seasoned rider as well, and for the same reasons. He appreciates the ease with which it is handled, due to its small size and reduced weight. This mobility, as it is termed, is particularly noticeable in traffic riding as well as on poor roads, for the lightweight is by no means a mount which must stick to smooth surfaces or short distance work.

The removal of carbon deposit is an easy matter on lightweight models. In the vertical cylinder models, for example, the removal of the four cylinder holding-down bolts and the disconnecting of the gasoline pipe will bring the cylinder off and expose the piston, and the scraper can then be put to work with good effect.

Access Is Easy

The removal of the valve caps on motors fitted with side-valves gives access to the combustion chamber and piston heads, without the need of taking off the cylinders. There is no juggling of cylinders in order to clear the brace tube of the motorcycle frame, for in all models the space above the cylinders is more than ample for their ready removal.

Control of the speed is by means of the throttle, for the carbureters fitted are practically automatic, whether operated by a handlebar lever or by a twisting grip. On carbureters with air lever on the handlebar, there is generally only one position for running and another (the closed position) for starting. On other carbureters, the air valve automatically takes care of the mixture at all speeds.

With the high-tension magneto, fitted on all lightweights, the spark is let alone unless a steep hill has to be negotiated. As the magneto speed is increased there is an automatic action within which causes the spark to occur at the proper instant without attention on the part of the rider. This action is taken advantage of on one make of lightweight and no control of the spark is fitted accordingly.

Simple Lubrication

The two simplest systems of lubrication known to engineers are used on lightweight motorcycles. These are the hand-pump and the injection system, the latter being used on two-stroke models. The hand-pump is operated to give half a charge or a full charge at intervals, the oil being splashed on the working parts of the motor. There is nothing to adjust and nothing to watch but the road ahead.

In the injection system, the oil is mixed with the gasoline in the tank and feeds as often as the motor sucks in a charge, the oil going right to the bearing surfaces and the gas to the combustion chamber.

The two-speed and three-speed gearsets fitted need no attention for at least a season, when once given lubricant. This lubricant is supplied with the machine when purchased, so that the rider need give no further thought to this particular matter.

Where clutches require oil, this is automatically furnished from the gearset. Clutches with fabric and steel discs need no lubricant and only the infrequent adjustment which is the result of wear. In fact, the lightweight clutch will often go for a season with less than three adjustments.

Ease in Handling

Any adjustments which have to be made to clutches on lightweight motorcycles are readily performed, and mean no more than the loosening of a screw and the moving of a small part at the most.

The low frames used on these machines, combined in many cases with 26 inch wheels, give the rider a firm position of the feet on the ground and keep the machine at all times under instant and effective control. Combined with the small motors used, this enables him to start easily by "paddling off" with the feet, and this form of starting is generally used, although kick-starters and pedals are fitted. The lightweight rider is thus equipped with two means of starting while in the saddle, either of which is available on the instant.

The weight of this class of machine not only permits of its being handled with the minimum of effort on the road, but also enables it to be taken in or out of a house, so that the garaging problem presents little or no trouble to the lightweight owner.

Speeds Are Ample

While excessive speeds must not and cannot be expected from a lightweight it by no means follows that this type of machine is restricted to that of the average city trolley car. In fact, road speeds of 30 miles per hour are quite usual, and 40 miles per hour with motors of 2½ horsepower has been attained time after time. The lightweight rider is not in the potterer class unless he wishes to be.

The provision of two- and three-speed gearsets gives a wide touring range to the lightweight, for only the worst hills, the boggiest roads and the deepest sand offer serious impediment to its progress. While the practice is not one to be recommended, nevertheless, tandem passengers are frequently taken on such machines over give and take roads and the powerplants care for the increased loads thus imposed on them without faltering.

Regarding Comfort

The comfort feature is a real one on the lightweight. Spring forks and spring saddle suspensions make riding easy on all but the worst of roads. These devices need no attention on the part of the user. The design of the motor and other components is such that the working parts are protected from dirt and water, thus preventing trouble arising from such sources.

The cost of operation is getting to be more and more an important item in any means of transportation, and the lightweight has no rivals in the field of motorcycles coming under the definition of the word "motorcycle." It has been proven time and time again that a 2¼-2½ horsepower lightweight can do 70 to 75 miles per gallon of gasoline on average roads, but this figure is not a maximum. For the motors of greater power, not less than 60 miles per gallon is the usual consumption.

From the technical standpoint, then, the lightweight strikes a note of keen appeal for the fellow who, regardless of speed and great weight carrying ability, is in the market for a vehicle possessed of stamina and "get-there-ability" and which moreover is low priced and readily handled.

The Weekly

NEWSY EXPLOITS OF THE CAMERAM

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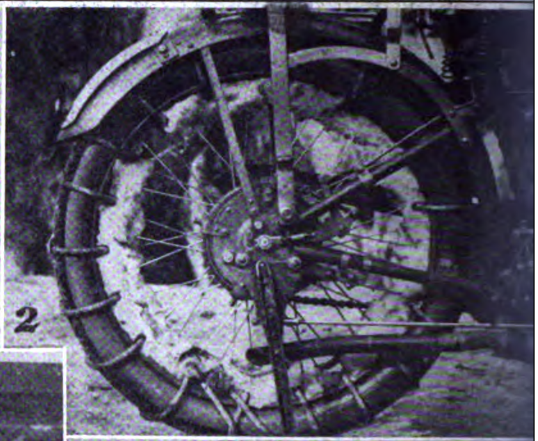
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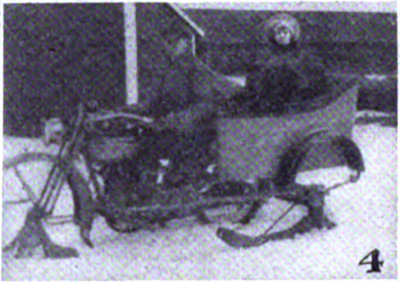
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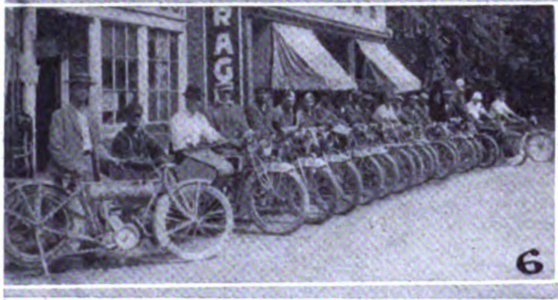
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FISK RUBBER
COMPANY
CENTRAL & VAN BUREN
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REEL 1, **Scene 1**—A couple of Smith Motor Wheel jitneys which attracted no small amount of attention at the picnic held by employees of the A. O. Smith Corp.

Scene 2—How the Los Angeles boys manage to do their mountain climbing despite the hub-deep snow which besets the passes. This shows the rear wheel of George Martin's machine.

Scene 3—From up Milwaukee way, where these Reading-Standards have been defying King Winter for the past few months.

Scene 4—A novel winter demonstrator rigged up by Banker & Martin, Inc., Harley-Davidson and Cygnet Rear Car dealers in Plattsburg, N. Y.

Scene 5—In the great Arizona desert. A couple of tourists and their Excelsior motorcycle and sidecar combination.

Scene 6—A group of series 17 Excelsior riders ready to leave Yoda Bros. store at Nappanee, Ind., for a run.

Scene 7—A Cygnet rear van which is doing yeoman service in the employ of the Fisk Rubber Co. at Phoenix, Ariz.

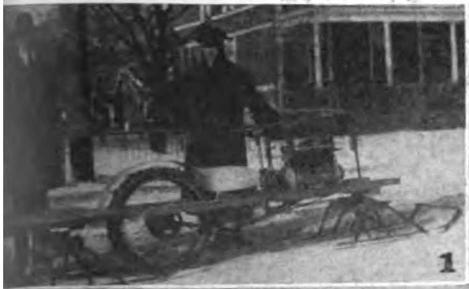
Scene 8—Combining two sports, motorcycle enthusiasts from Newark skating on the ice at Pompton Lake near Pompton, N. J.

Scene 9—Here's where one of the recent Sunday runs of the Los Angeles M. C. terminated.

Scene 10—Val Paul and Marcia Moore, a couple of "twinklers" of the Blue Bird Film Co.

Motorgraph

PRESENTED IN TWO REELS ~ ~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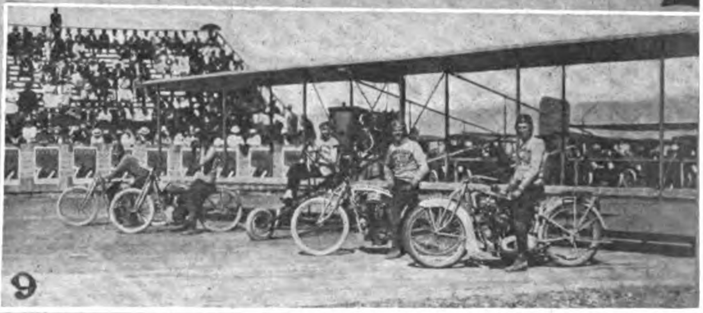
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REEL 2, **Scene 1**—This novel Henderson flyer was built by Walter Bowman and Austin Davis, of Wheeling, W. Va. Note the method of holding the rear wheel down for traction.

Scene 2—Fred Nissen, who took third honors and the Cygnet trophy in the recent "midnight run" from New York to Poughkeepsie and return.

Scene 3—A trio of Manitowoc, Wis., riders starting out on a little snow trip.

Scene 4—Here's what May, or even April, perhaps, if the weather is good, will usher in. A sight-seeing trip with a Harley-Davidson outfit.

Scene 5—Harley-Davidson dealer at Plattsburg, N. Y., demonstrating the advantages of a sidecar outfit for rural free delivery use when the snow is deep and the trail all but impassable.

Scene 6—Just a passing glimpse of a rider coming up the foothills from Santa Clara Valley, Cal.

Scene 7—What's the trouble? One of the machine gun outfits of the First Motorcycle Company, U. S. A., Fort Bliss, Tex., picked up a puncture "somewhere in Mexico."

Scene 8—Traffic officer Hub Saunders, of Fort Collins, Colo., who has covered some thousands of miles on this Power Plus.

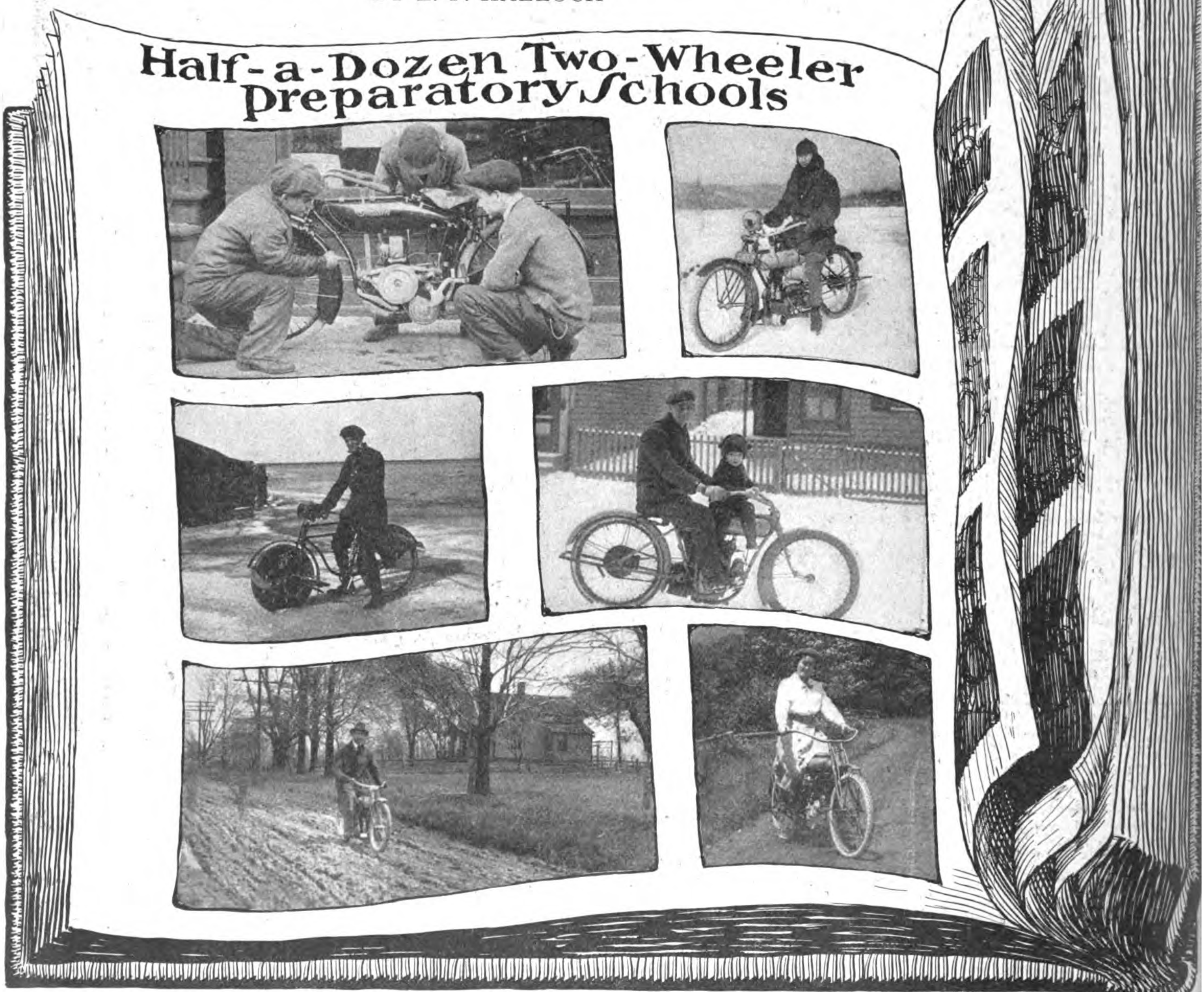
Scene 9—The sort of novelty races they put on at some of the middle west race meets. The picture shows the contestants lined up for the start of a race between motorcycles and a bi-plane.

A College Course On Wheels

What the Motorcycle Rider Who Travels with His Eyes Open Can Acquire in the Way of Education Through Use of the Two-Wheeled Vehicle

The Lightweight in the Capacity of a Preparatory School

BY E. F. HALLOCK



HERE'S the open book to a liberal education; yes, veritably a "College Course on Wheels." May sound queer to those who do not know motorcycles; queer, also to many who ride, but ride blindly, so to speak, with never a thought of making of the motorcycle, not simply a plaything to charm for the nonce and provide that exhilaration and excitement that all of us crave, but all of that and something more.

And that something more represents a vehicle on which is conveyed to us a general broadening of our intellectuality; a quickening of our senses to a fuller appreciation of things in general, both God-made and man-made. In a word, education.

Perhaps you will think it a far cry from a college course to a motorcycle; but let's see. What does the average fellow get from four years of schooling?

History a Case in Point

Well there's history, for one thing. A pretty big subject, a biography covering something like 6,000 years of human progress. How much of this interesting tale does the average lad absorb at school? If he took in every scrap that was offered him throughout all his years of schooling, including grammar, high or "prep" school and college, he would have grasped just enough to give him an incentive to go on and read and study further.

That's the purpose of the college course; all there is of learning is not included in the college curriculum, by any means; nor is the graduate a finished product in any sense of the word. He has had just enough of learning to have acquired a taste for it and a burning desire to go on and acquire more.

What does the motorcycle give the rider in the way of an incentive to read up and take an interest in things historical? Perhaps, even more than the college. He goes out on his motorcycle to see things.

Landmarks with a history; places where big things were consummated in past ages quite naturally exert a strong pull. He sees them. Interest is aroused; the desire to know more about the things that transpired there is instilled. He talks it over with other folks; he gets the lay of the land, when that has a bearing on the subject, and appreciates the extent to which the topography affected the acts of the makers of that particular bit of history. Reading follows interest; study comes then in quick order. And there he is quite on a plane with the college man.

Ever Broadening Circle

But it's all local, you say. True, to a certain extent. But then every human act, every event that goes to make history is dependent upon or connected with some other movement; and a close study of the one invites investigation of the other and so on out in a constantly broadening circle the process is continued until a grasp of the whole broad subject is the ultimate object.

And what a pleasant way to study history! Straddle a motorcycle; ride off care and fancy free to the scene of some strategic movement and study the local conditions. It can't be done without creating a desire to know more of the subject and once that desire is created, it becomes easier to remember the date when Washington crossed the Delaware and the date takes on a new significance. Also, just why our country's father ferried across the stream, and the possibilities underlying the move are laid bare and made quite understandable.

So much for history; let's take another college subject. There's geography. We study it from maps and text books in school and we never realize how much our sense of proportion, yes and our sense of direction, are warped by getting the lay of the land from maps alone until we straddle a motorcycle and wander out into country we are perfectly familiar with, "mapically" speaking, only to find ourselves hopelessly befuddled.

Geography at First Hand

That little thing happens to me, I am sorry to say, every time I cross the stream that Hendrick Hudson made famous, and get on the red clay roads of the neighboring State of New Jersey. The first thing I do is definitely to locate the Atlantic Ocean side of the State in my mind's eye so to speak; then I roll on in all bliss knowing full well that I am traveling in the right direction. But each time I do it, the well-known Atlantic proves to be on the opposite side from the one where I placed it, and when I come to a realization of this, the blissful feeling takes its leave, pronto.

Yet I can sit down with my eyes blindfolded and draw a passably accurate map of New Jersey; yes and I can locate on it such so-called important points as Trenton, Newark, Atlantic City, New Brunswick and Weehawken. But put me at Market and Broad streets, Newark, and tell me to turn my front wheel toward any one of the others, and I miss it by 90 degrees and then some every time.

It's not so in New York State. It used to be; but I have gone over the roads so many times awheel, and the senses of distances and direction are so well impressed upon me that I am never at a loss. After all, there is a difference between knowing one's geography and knowing a map; and there's nothing that makes that fact more plain than for a "map wise" man to take a little spin through country he *thought* he knew.

Geography, like history, is a broad subject; it embraces considerably more than a knowledge of distances and direction. The character of the country; whether it is flat low lands, rolling country or mountainous; the activities indulged in by the inhabitants; the size and types of cities and towns; the types of folks residing in the district; a general knowledge of the flora and fauna, climate and factors affecting the climate—all these come under the head of geography. How better can they be studied than by actually covering the territory and taking in the various points at first hand?

Some Other Subjects

Geography, studied the motorcycle way, begins with the first trip around town on your new motorcycle; the first Sunday or Saturday afternoon run of 50 miles is the second lesson, after which the pupil advances rapidly into the "week end touring" class and finally into the full fledged tourist who soon gains an intimate knowledge of the country for hundreds and even thousands of miles around his native heath. Yes, sir, the study of geography and motorcycle riding go hand in hand and geographical knowledge stimulates the desire for historical knowledge; the three are inseparable.

There's natural science; botany, zoology, geology—three broad subjects which bring us into close relations with the three great kingdoms of nature, the plant kingdom, the animal kingdom and the mineral kingdom. They are the "all outdoors" subjects; indoor study of any or all of them is merely a beginning. To be a botanist, you have to be a nature lover; ditto for either of the others. And you cannot be a lover of the great outdoors unless you get out, live out.

The man who denies that the motorcycle, affording as it does every opportunity for the natural science student to study nature at first hand; to broaden his field for intimate study of conditions and to obtain his knowledge of the wonders of nature on the spot is not in itself a whole course in natural science, is short sighted and sceptical indeed.

But turn over to the exact sciences. Does the motorcycle pave the way to a better knowledge of mathematics? Does it encourage or stimulate interest in this all important subject which adorns practically every college curriculum? The doubters are asked to turn over to the Contest Page which appears elsewhere in this issue.

Every one of the half dozen or more puzzles which have gone to make up this contest has called for the use of mathematics in arriving at the solution. All save one—and a mistake was made in submitting that one—were possible of exact solution by arithmetical means, but not in every case was the arithmetical the best or shortest way of obtaining the answer and many of the contestants delved into algebra and geometry on more than one occasion. Look at the score box. Does motorcycling stimulate the study of figures?

Yes, motorcycle riding contributes something to our knowledge of mathematics; especially if we enter competition. Figuring gear ratios, exact speeds, cost of operation, times and scores in endurance runs and hill climbs and such things; these are of every day occurrence in the motorcycle world and tend to keep the fellow in mathematical trim, so to speak. It's going a long way when we say that the sport prevents us from forgetting the principles of every day arithmetic. For the fellow who cares for that sort of thing, figuring piston displacements, cam actions, acceleration, and forces tending to affect the motor's balance offer a wide field embracing many of the higher branches of mathematic science.

A Physical Laboratory

It is even so with physics, the science of natural phenomena. We learn much of the principles underlying levers, pulleys, gearing, friction, acceleration, power development and transmission, expansion and contraction due to temperature changes, electrical and magnetic science, latent heat, sound, light, etc., simply from riding the motorcycle and keeping our eyes open and our minds free for a full consideration of the underlying causes of the things that happen every time we go out and which depend on these basic principles for their action. Why, man, the motorcycle itself is an entire physical laboratory and a darned well equipped one, if you stop to figure it out.

One can gather a smattering of chemistry, too, from the motorcycle saddle. The meaning of the oft used chemical term "hydrocarbon" is made much less hazy in the mind of the motorcyclist, for instance, after he has spent an hour scraping the hard, black carbon deposit from the combustion chamber of his cylinder at the end of half a season's riding. Likewise the chemical law of perfect combination of elements only at definite proportions begins to sink in in its full significance after about 10 or 15 minutes of endeavor to adjust a carbureter to some of the various mixtures and admixtures that we must needs mortgage house and farm to buy under the name "gasoline" nowadays.

The fellow who is at all "fussy" about his machine will find that in the care and repair of it he is obtaining a fine broad course in shop practice or applied

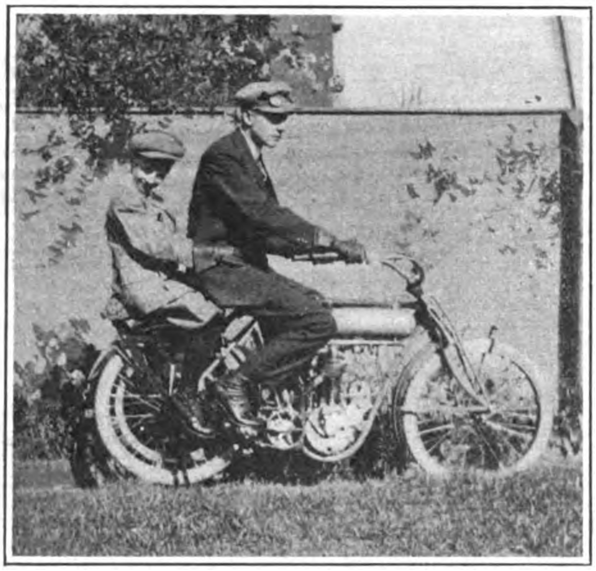
(Continued on page 19)

Fooling the Wary Trout

He May Adopt an Attitude of Lordly Serenity in Streams Remote from All Ordinary Traffic, but the Rider of a Lightweight Motorcycle Is Able to Sherlock Him to His Lair and Bring Home a Bulging Creel

The Consistent Angler Finds It Necessary to Do a Lot of Exploring and the Power Two-Wheeler Saves Him Time, Trouble and Money

By W. K. PORZER
Publicity Manager, Westfield Mfg. Co.



The Author in the Saddle of His Lightweight

WARY is the brook trout,—and scarce. He tries your patience. Just think you have him located, and he's not there. Give him up in disgust and perhaps he will flash at you from the next pool you pass. There was a time, however, when going fishing for him meant following the stream in your own backyard, in Brown's woodlot or above the millpond. Fairly good fishing could be found in a few minutes' walk, and without the trouble and delay incidental to a long search.

Now, with the coming of water-polluting factories and the hordes of "outlaw" fishermen, the trout waters are fewer and naturally harder to locate. We no longer have complete, firsthand knowledge of all the trout streams in a given vicinity; the angler has been forced to broaden his traveling scope, and in order to do so he has found it necessary to have a dependable, easily-handled vehicle, of reasonably low first cost.

Where the Lightweight Comes In

That's where the lightweight motorcycle comes in. The standard heavyweight machines have long been used by trout fishermen in various parts of the country, but the writer has discovered that in a good many cases the lightweight can be used with perfect satisfaction. For the long journey over rough roads and into mountainous country, or when we wish to do a little camping on the side, as a lot of seasoned fishermen do these days, we will continue to rely upon the heavier types of motorcycles, but for the holiday or Sunday trip, or the week-end excursion, a great many fishermen can use the lightweight to advantage.

Admitting that it is no longer possible for us to keep in touch with the trout possibilities of the streams by ordinary means, we must assume the role of detective as Spring advances and go out to locate the fishing streams anywhere within a radius of 75 or 100 miles of our home town. First, perhaps, we will spend our spare time at the local club, or around the general store, trying to pick up some inside information from the veteran anglers. Gladly we listen even to the barber's chatter, in the hope that he may drop a word or two about the season's first catches. In fact, any stray crumbs of fishing information are welcome.

Finally, whether we have obtained any information or not, we decide that we must satisfy our longing for exploration by making a trip. Then what happens? If we are not in position to utilize a motorcycle we must catch the milk train out at dead of night. Needless to say, this is an unpleasant proceeding and the trip itself is tedious and boresome. In due time we arrive at the stream, somewhere out in the wilderness,—to find what? A swollen torrent, perhaps,—with the water icy cold or the best pools of all blocked by the early flood. The day and part of the night are wasted, and we sneak back home with a creel full of—excuses.

It's all wrong, partner, all wrong. But we alone are to blame. If we had availed ourselves of the motorcycle, we could have expored the whole countryside at our convenience and instead of guessing at conditions we would know all about them.

How Sam and Tom Work It

My friends Sam and Tom are good examples of the modern trout fisherman. During the winter which is now wearing itself reluctantly away they took a tip from the fighting men in Europe and decided that up-to-date conditions could only be met by adopting up-to-date methods. So they quietly bought motorcycles—lightweights, be it known. Whenever the roads were rideable these enthusiasts hopped aboard their sturdy little chuggers and explored the various streams, in the mountains as well as in the meadows. Following trails alike impassable to wagon or automobile, they visited every known brook, and some that were unknown, within a hundred miles. Through their scouting they kept tab on the temperature of each stream, the volume of water, and every other small factor bearing upon fishing conditions.

Now they are so well acquainted with the streams, and their finny inhabitants,

Fishing? You Bet! Just Fill 'Em Up and Hit the Trail of the Trout

BEAUTY AND THE LIGHTWEIGHT

The Broad Seashore and All That It Means in the Way of Sport Throughout the Summer Season Are But "Next Door" If You Ride a Lightweight

that they are assured of a good day's sport whenever they care to go out in the open season. They do not have to put up with the multitudinous inconveniences of trains or trolley cars, nor do they have to make long and tiresome journeys afoot. They can go as straight to their fishing spots as the roads and trails will take them. It is easy for them to carry all the paraphernalia they need, and as they hum along through the crisp morning air they are starting the day right. They thrill with the beauties of the open country. They know the joy of the open road, the lure of exploration.

Fresh at the Start

They arrive at the trout stream with keen zest for the day's sport, and with all the chances in their favor. Should old Dame Fortune treat them badly at one stream, it is a moment's work to swing into the saddle and hum off to another stream. That's why the item in the weekly paper credits these boys, and other like them the country over, with the best catches.

We have placed emphasis upon the adaptability of the lightweight in this article, and not without reason. "Why not use a heavyweight motorcycle on the fishing trips?" someone may ask. There's no reason in the world why the fisherman should not employ a high-powered mount if he feels so inclined, but the writer feels that the average angler can cover as much country as he needs to cover with a lightweight, that's all. As in all other fields of usefulness, the lightweight when employed by the angler does not afford the same scope, the same ability in rough travel, or the same mountain-climbing efficiency as the big twin—but it still gives quite a range.

To begin with, we all know that the first cost of the lightweight is comparatively low. That's an inducement. Then we know that the "little fellow" will travel 75 miles or more to the gallon of fuel, as compared with 35 to 45 miles per gallon for the heavyweight machine,—quite a point when the people in Europe seem to need our gasoline more than we do. We must also consider the simplicity of the lightweight,—and a good fisherman may often be a poor mechanic. Most important of all, however, are the flexibility and mobility of the lightweight. The rider of the lightweight need not plough through a deep mudhole; he can skip around it. He can chug along over cowpaths, through fields, if necessary. The machine can be lifted over a log, if need be, and it can be ridden down to the water's edge and tucked away behind a convenient tree or boulder.

A COLLEGE COURSE ON WHEELS

(Continued from page 17)

mechanics. He cannot help but learn something every time he puts a wrench or screwdriver to the machine, while the act of taking the motor down and reassembling it is worth a couple of weeks' training at any technical school, provided the fellow goes about it in a systematic manner with eyes open and mind in a receptive state.

Law and Art Also

Neither are art and law altogether slighted in this broad gauge school. The very act of getting out and cultivating a taste for the beautiful develops the artistic temperament in any being; and the man is a better man and a broader one for the fact that his aesthetic proclivities are roused from a state of numbness to one of alert sensibility. The motorcycle affords the means also of getting a glimpse of art works, such as statues, paintings, architectural creations, etc., in remote districts which otherwise must remain as a closed book.

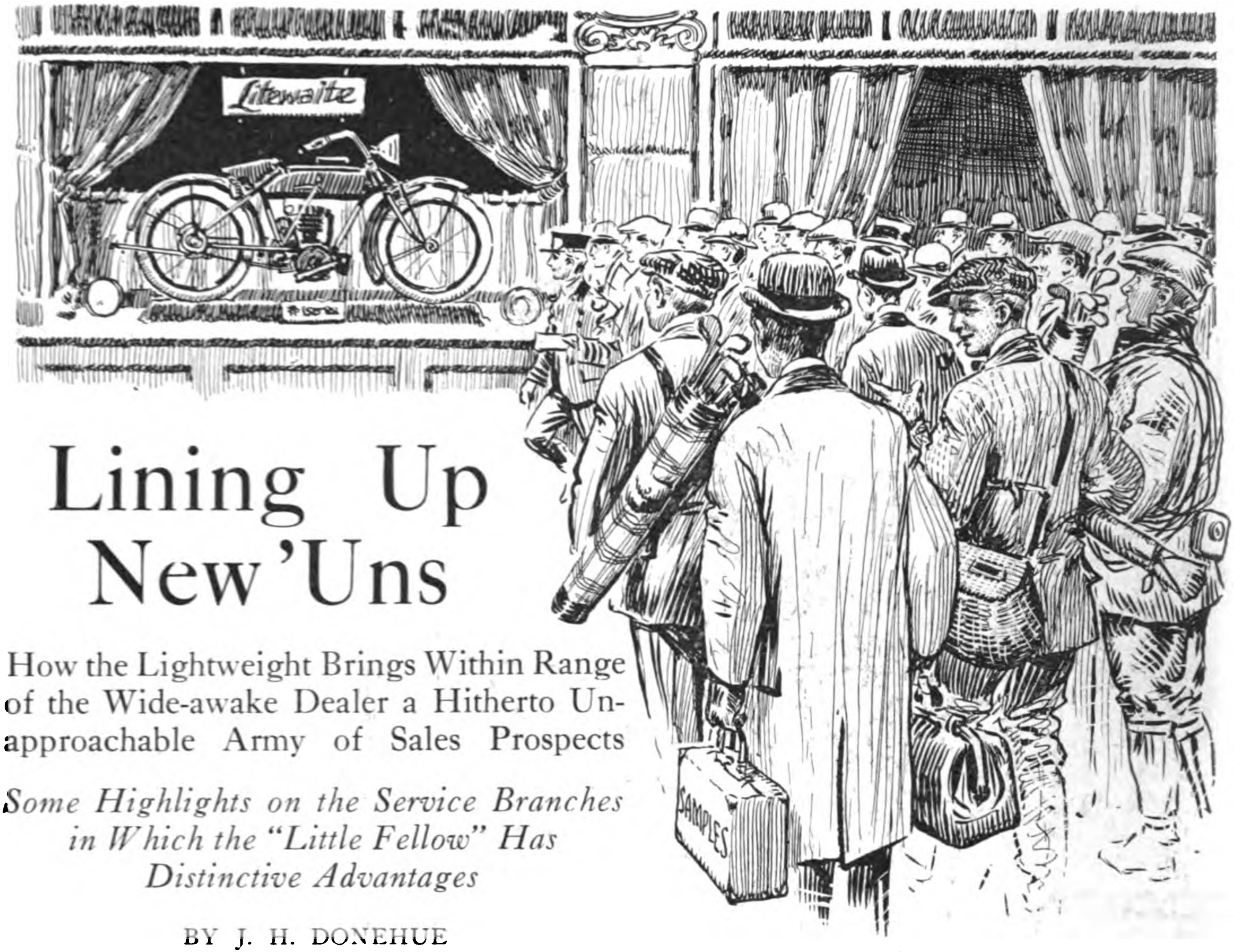
And law? Well most of us, who are careful riders, prefer to have the motor vehicle laws of any State we ride through on the tips of our tongues, so to speak; others, not quite as careful and far sighted, are wont to have the knowledge imparted by "hizzona," for which privilege a slight fee is charged as a rule.

Taken by and large, then, the motorcycle provides the means of obtaining a keen insight into things in general; it develops the taste for study, the desire for investigation. It brings us into contact with folks in every walk of life; it must necessarily broaden the fellow who enjoys the sport from any angle other than that of the chronic speed maniac. And when we get right down to brass tacks on the subject, that is all education, administered in any form, can do for mortal man.

You've Missed Something

If you are a rider and have never looked at the motorcycle in this light before, you've been passing up a mighty big opportunity. Learn to keep your eyes open and absorb everything in the way of knowledge that you can grasp from that big field of learning which the motorcycle by its very nature opens up to you.

And if you are not a rider, sit and think. We picture herewith six of the lightest and least costly motorcycles that the American market affords today. Any one of the six is well within your means. Any one can be made at least a "prep school" from which the red blooded rider is certain to graduate, and with honors, into that indefinitely long, but always interesting and pleasant, "College Course on Wheels."



Lining Up New 'Uns

How the Lightweight Brings Within Range of the Wide-awake Dealer a Hitherto Unapproachable Army of Sales Prospects

Some Highlights on the Service Branches in Which the "Little Fellow" Has Distinctive Advantages

BY J. H. DONEHUE

THAT the lightweight type represents a definite extension of the American motorcycle industry, and is not merely a new competitor for the business already developed, has been understood from the beginning by most observers; and it is for that reason that our failure to study the potentialities of this additional market is somewhat difficult to explain. Recognizing the new field, we should take steps at once to learn what sales advantages it affords us that we did not possess in the past. Those of us who have done this to date can doubtless be counted on the fingers of one hand, with the thumb remaining neutral.

It is 100 per cent. safe to say that the lightweight never can fulfill its vehicular destiny if offered on an abstract basis,—more or less in competition with the heavyweights, and without a proper definition of the range of service for which it is intended. We must remember at all times that it is a *lightweight*, and that if there are certain phases of work in which it is superior to the big machine, there are also certain lines of service in which it is obviously unfitted to jostle the husky twin.

That brings us to the questions of which this article aims to treat: What is the sales scope of the lightweight, and how can the new classes of buyers be located and approached?

It is the conviction of the present writer that the light machine will be much used for week-end touring over roads known to be good, during the coming summer, but it is only fair to admit that the most promising opportunities for the "little fellow" lie in the direction of "runabout" service. Where road surfaces are favorable and hills not too numerous the lightweight can ramble along on a tour indefinitely, and still we are bound to recognize the fact that the relatively low-powered mount is in its logical field when operated in city and suburban work, for reasonably short country trips, and when used by the members of that great army of folks who desire quick and economical transportation along business, or semi-business lines, day in and day out.

Some of the Obvious Markets

The lightweight can be used systematically for touring, understand, but in justice to all concerned,—including the lightweight—we should give the newcomer an opportunity to "sell itself" to the markets for which it is obviously adapted before forcing it to tackle rough road work which is more in line with the capabilities of the high-powered heavyweight. That is an argument to which no one can reasonably object. And it is vitally important, because the ultimate standing of the lightweight in this country is going to depend largely upon the degree of earnestness with which we strive to apply the "little fellow" to its logical branches of service.

A good many people who will buy lightweights in 1917 could not be interested in a heavyweight motorcycle, because the weight, power and cost of the latter are out of proportion to the comparatively light work which such riders will demand of their mounts. Call these folks the conservatives of the motorcycle market, if you will. It certainly is true that they do not ask for high speed, for passenger-carrying, or for long trips over bad roads. They simply wish to have at their command an economical and easily handled vehicle which will enable them, at their own sweet will, to get from here to there,—and back again.

Consider the traveling salesman. Trains, boats and trolley cars make up the nightmare of his existence. They are expensive, too, and often uncertain. If he can swing into the saddle of a lightweight motorcycle, with his sample case neatly strapped to the luggage-carrier, he can avoid delays, save money, cover his territory more thoroughly and maintain a better standard of health. So the traveling salesman is a strong prospective buyer of the lightweight. Put him on the list.

Collectors,—all the various types of them—insurance agents, real estate men, book agents, inspectors, employes of postal and municipal departments, meter readers for gas and electric lighting companies, contractors and foremen who are called upon to "jump" from one job to another frequently, photographers, reporters, census takers, country school teachers of either sex, and workers in dozens of simi-

lar fields can also be added to the list. They need the lightweight. In fact, anyone who has to travel daily without carrying any great amount of extra weight, and without the necessity of having a passenger, is a probable buyer of the low-powered machine.

All that is demanded of the motorcycle by these riders is reasonable dependability, simplicity in handling and economy in running expenses and maintenance. The lightweight meets these requirements.

The lightweight meets equally well the demand of the athletically-inclined person for a commonsense vehicle to carry him to and from the golf links, the tennis court, the fishing ground, the camp, et cetera and so forth ad lib. Even the sportsman who is able to have an automobile can be approached with half a dozen good reasons why he should use a light motorcycle. One big point is that the solo mount is really in tune with the outdoors and with the sporting idea. Another is that it combines efficiency with just the right amount of exhilaration to make the trip out and back a pleasurable feature of the day's program, instead of a tedious necessity. Every outdoors lover who is not called upon to carry a lot of luggage, or to make long drives over unknown roads, is a natural prospect for a lightweight sale. So it is safe to list him with the others.

Another Broad Field

Thousands of people discount their outdoor recreation every summer through depending upon stuffy and overcrowded trolley cars or trains to carry them from the city to the country, or from their town homes to the various points where they can find relaxation. All of these folks are lightweight prospects, if they are not confronted by the family problem. Where it is necessary to accommodate the Missus, and perhaps a wee tourist besides, the sidecar outfit will obviously be relied upon as in the past. But the time may not be far distant when the same family that boasts a sidecar combination will also have a lightweight, for Dad's little solo jaunts or for one of the boys. Let's speed the day!

When we consider the light-powered newcomer in connection with the delivery field, we find on all sides merchants who could use such a machine to advantage. The druggist offers a fine example. His packages are small and usually light, and quick action is of prime importance to him. Besides, he is rarely called upon to deliver goods outside his own city or the suburbs. The lightweight gives him all the power he needs.

The Delivery Situation

The same conditions apply to many other lines of business. When the articles to be delivered are bulky, or where it is necessary to take them out in large numbers, the standard twin, with van attachment, is of course the logical and necessary choice. The lightweight's place in the delivery situation, as the writer views it, is about halfway between the bicycle with power attachment and the heavyweight motorcycle. And as a matter of fact, the same relationships are continued into the recreation and general service fields.

It is an easy and natural step from the bicycle to the bicycle power attachment, and then to the lightweight motorcycle, and when the necessity arises, as the rider broadens his touring scope, or acquires a family, the transition from the lightweight to the heavyweight motorcycle will be just as easy. There appears to be little or no conflict among the various cycle classes. The bids for popularity of the bicycle, the power attachment, the low-powered motorcycle and the big twin are distinct and will continue so. That is a point worthy of immediate recognition by all concerned.

The writer has endeavored to touch some of the high spots in the new sales field opened by the lightweight, but let it be understood that no pretense has been made to cover all the possibilities of the little newcomer. They are too numerous, and too varied. They are everywhere; in front of us, on both sides, next door, around the corner. The only safe procedure is to take it for granted that every man who does not need a heavyweight motorcycle needs a lightweight.

The Methods of Approach

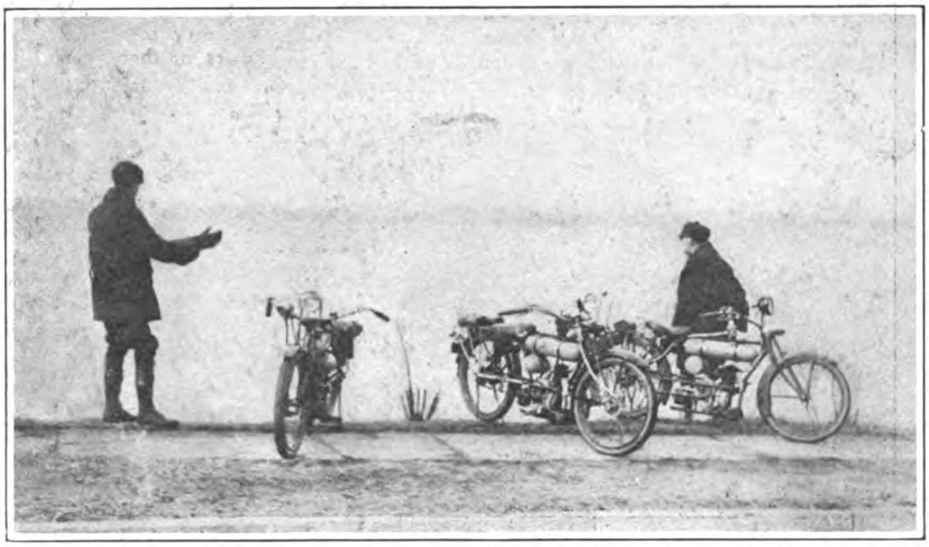
Now we come to the problem of approaching these new prospects in such a way as to derive full benefit from the unique position of the lightweight in the cycle field. It would be a mistake, of course, simply to include the lightweight in the general campaign for motorcycle business, without emphasizing first, last and all the time, the special characteristics of the low-powered machine which justify its existence.

It is pre-eminently necessary to "get to" the folks in the various classes to which the "little fellows" are adapted, and this can be accomplished best through carefully-prepared newspaper advertising and persistent attention to the mailing list of prospects. Needless to say, it is wise to keep the list of lightweight prospects apart from the list of those who are in line for heavyweights.

In all newspaper advertising and other educational matter it is essential that the lightweight be defined clearly as a true motorcycle, possessed of most of the service characteristics of the heavyweight,—with first cost, power, running expense and weight cut down to the precise requirements of the work for which the mount is intended.

That's the big story.

SCARCELY A STONE'S THROW FROM BROADWAY!



A Party of Lightweight Riders Looking Out Across the Hudson River From a Point on Upper Manhattan Island, New York, Near Fort Washington

Novelty a Sales Asset

Unique Construction of Dayton Motor Bicycle First Attracted Attention and Then the Machine's Service Under Widely Varying Conditions Clinched Claim to Public Favor

Company Looking Ahead to Big Output for Season of 1917

BY S. H. ANKENEY

Advertising Manager, Davis Sewing Machine Co.

ONE of the most interesting members of the lightweight motor family in this country has been the Dayton Motor Bicycle, chiefly because of the fact that it made a place for itself in the market almost immediately upon its appearance, in spite of its radical departure from all accepted standards of construction. Proceeding along conservative lines, the Davis Sewing Machine Co. gave the machine a chance in actual service to work out its own salvation in competition with other types on the market, and that this has been a satisfactory policy is evident from the 1917 activity of Motor Bicycle dealers throughout the country, nearly all of whom report their business to date in excess of last year's total sales.

The Initial Venture

While the Davis company had given the Dayton Motor Bicycle a thorough try-out and satisfied itself as to the feasability of the front wheel drive, it was with a feeling of curiosity mingled with misgivings that the Sales Department exhibited the new product at the Chicago Show in the fall of 1915.

That the Motor Bicycle was a radical departure from the usual motor-in-the-frame type of construction, the company was willing to admit; and a radical change from customary methods always develops a certain opposition from those who have been brought up to think along given lines. We always find folks who are skeptical about a new product, however promising it may be. It is only fair to state right here, however, that the Davis Sewing Machine Co. is well satisfied with the outcome of the venture in cutting loose from old manufacturing precepts and evolving a motor bicycle that is as simple as it is unique.

Handicapped because of the abnormal condition of the material market late in 1915 and early in 1916, the company was unable to make deliveries until the 1916 season had well advanced. For this reason a number of the dealers in the smaller towns made a late start and really did not get going good until late in the summer. Consequently many of these dealers developed only a two or three machine business, but practically all of them have evidenced their confidence in the Motor Bicycle by taking hold of it again this year. In dozens of cases these small town dealers have already ordered more 1917 machines than they did 1916 models.

The Dayton Motor Bicycle is here to stay. We now have on our books orders for nearly as many machines as we shipped all of last season; and we are going ahead and planning for a bigger production for 1918. There is a different field for the lightweight and a bigger field, in our estimation, than that which is now occupied by the big twin-cylinder machine. Of course, the lower price has a good deal to do with the enormous potential market for the little front wheel drive machine, and the other types of lightweights, but even aside from price there are features that make an appeal to a certain class of people who would not hesitate to spend $250 as readily as $100. These features are light weight, cleanliness and simplicity. For instance, women who could afford to pay $250 for anything that they made up their minds to have, purchase the Dayton Motor Bicycle because it suits their needs precisely and meets their ideal of a good healthful outdoor sport vehicle.

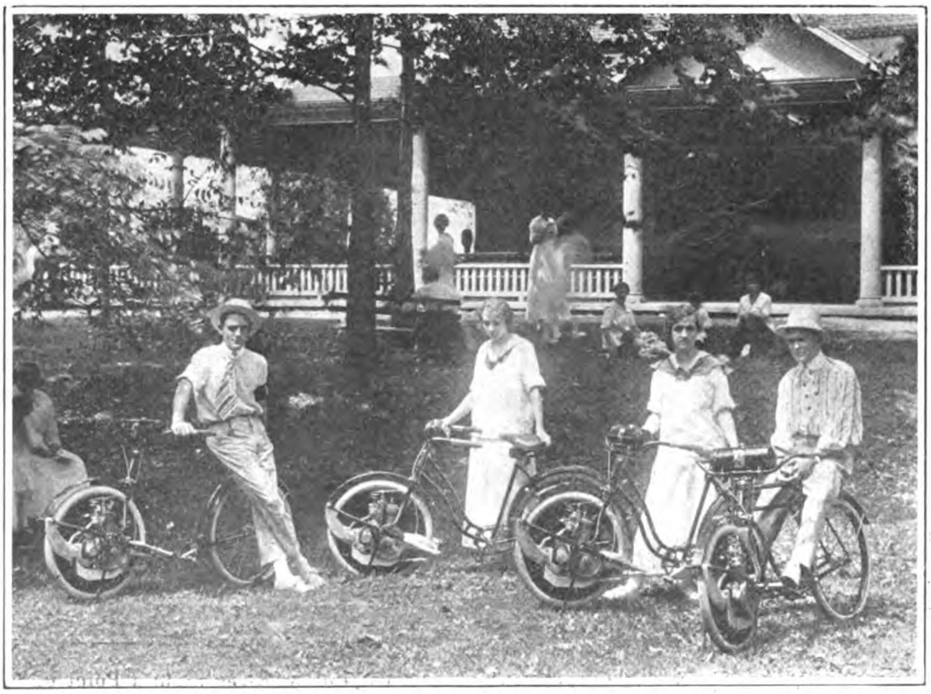
The Matter of Economy

Then there is the cost of upkeep to consider. The man who rides a Dayton Motor Bicycle is almost ashamed when he pulls up at a gasoline filling station and asks the attendant for a half gallon of gasoline. To dig down in your pocket for only 12 cents looks almost ridiculous, and the attendant is frequently inclined to smile over the transaction when he remembers that most of his business runs from $1.25 to $1.50 a sale.

The greatest number of Motor Bicycles were sold in 1916 to artisans or mechanics, with farmers or farmer boys in second place. A compilation of the different occupations as recorded on our registration cards is interesting in that it shows such a wide range. We find in it ministers, missionaries, college students and professional men, as well as foundrymen, day laborers, detectives, trench diggers, etc. Of course, a large number of machines have also gone into commercial, or more properly speaking, semi-commercial use, and are used for light deliveries for drug stores, messenger and collection service and telephone and electric light repairmen.

As regards the sales of ladies' models, the business seems to have depended a good deal upon the individual dealer. Evidently some dealers stand better with the fair sex in their locality than others. Possibly they have wives or daughters who ride machines and have therefore a number of friends of the female persuasion who are also interested in the great sport of motorcycle rid-

(Continued on page 25)



The Simplicity and Cleanliness of the Motor Bicycle Encourage Its Use by the Girl Rider as Well as the Sterner Sex

Excelsior Lightweight Makes Ascent of Mt. Hamilton

Experiences No Trouble in Completing Climb With Heavyweight Machines

SAN FRANCISCO, Cal.—When a party of San Francisco motorcyclists made an ascent of Mt. Hamilton one Sunday recently a lot of interest was aroused by the performance of E. D. Stevens, who piloted an Excelsior lightweight and succeeded in reaching the summit without difficulty and in company with the heavyweight division of the party. Mr. Stevens and his friends assert that the little "X" is the first machine of its class to reach the top of Mt. Hamilton, and he is proportionately proud of his achievement.

Edwin F. Merry, who handles the Excelsior products in San Francisco, states that the showing made by the "little fellow" on the long climb has greatly stimulated interest in the lightweights, and he confidently expects that equally good performances will be made by other Excelsior riders when they fully recognize the possibilities of their comparatively low-powered mounts.

Picture No. 1 shows the San Francisco party halting to enjoy the scenery and fraternize a bit on the long climb up the mountain. It will be noted that the road surface is fairly good, but this favorable condition was naturally offset to a considerable extent by the grades encountered.

No. 2 shows a "close-up" of the Excelsior lightweight at the Lick Observatory on the summit of Mt. Hamilton, with one of the Observatory attendants giving the motor an admiring inspection.

In photo No. 3 the riders are resting at Smith Creek, and it will be seen that the sidecar is represented in the party, in addition to the big twin solo machines and the lightweight.

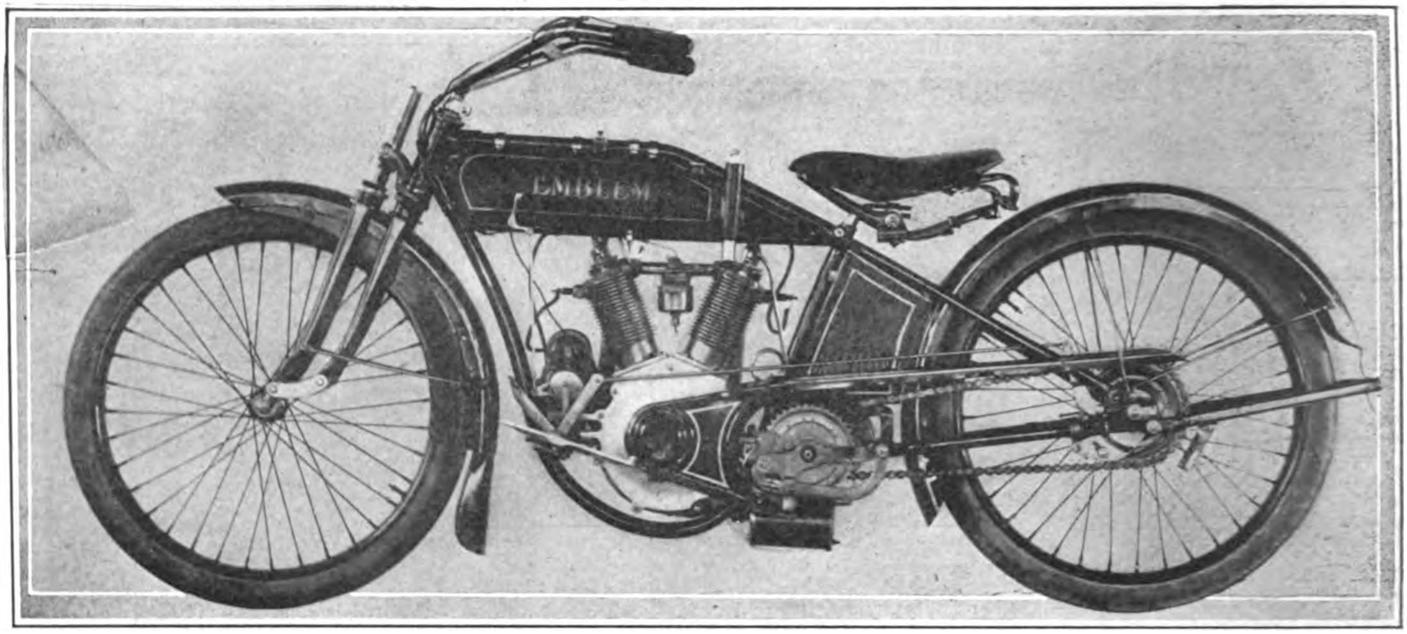
Photo No. 4 affords a striking view of the summit of Mt. Hamilton and the Lick Observatory, taken from Tarik Hill. The remaining picture shows the party at the Observatory.

WALTERS TAKES BOMANS' STOCK

SASKATOON, Canada.—The Walters Cycle Co., Northern Saskatchewan distributors for the Harley-Davidson, has taken over the full line of Indian repair parts formerly carried by Bowmans Bros., Ltd., of this city. Bowmans Bros. have retired from the motorcycle business.

TWO EMBLEM ANGLES OF THE LIGHTWEIGHT SITUATION

The Model of 1909 Contrasted With the Up-to-Date Twin of Today



The Latest Emblem Twin, Three-Speed Lightweight Which Is Right Up to the Minute

THAT it is not a far cry from the lightweight motorcycle of today to the regulation mount of some few years ago was brought forcibly home to a member of **Motor Cycle Illustrated's** staff on a recent call at the plant of the Emblem Mfg. Co.

The caller was ushered into the private office of General Manager Schack and about the first thing that caught his eye was a photograph of a trim little two-wheeler which he hastily scanned and sized up for a new lightweight offering the details of which had not as yet been announced to the trade.

Much was his surprise when Mr. Schack, after handing him the photograph for a closer inspection, announced that far from being a newcomer and a lightweight, the machine was the regular Emblem offering of some years back.

Of course, the second look at the picture brought to light the fact that many of the refinements that have come of later years and been embodied even in the lightest of our modern motorcycles were missing in the motorcycle of the distant past.

But at that, possessed as it is of a spring fork of a type that has made more than good in modern heavyweight application, a front mudguard extension of ample length, a well sprung saddle and graceful frame lines the machine might easily pass for one of the various light machines that are now coming so much into prominence the country over.

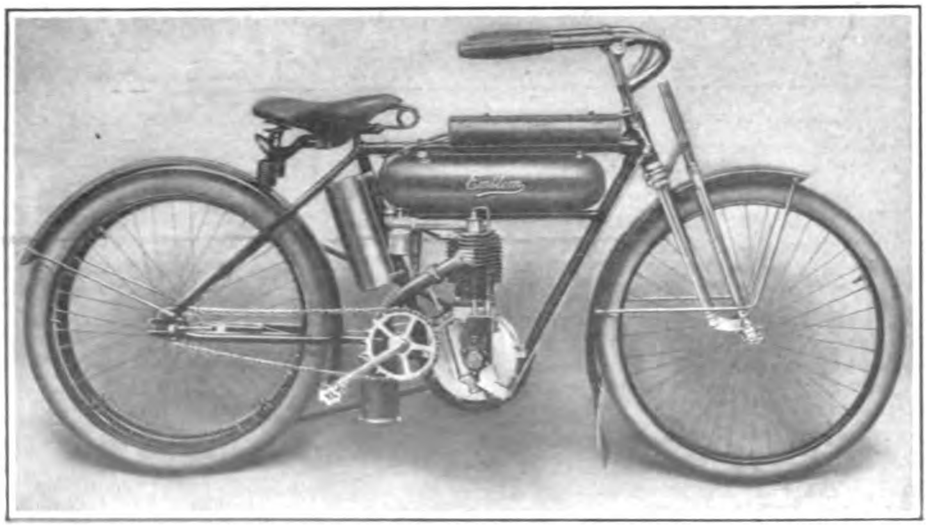
Much Progress Made

Just how much progress the Emblem machine has made during the interval, however, is made plain by a comparison with the newest Emblem creation, the three speed twin lightweight picture above. Here's a machine which, while light in weight, embraces every refinement that is found in the modern heavyweight motorcycle.

It is powered with a motor of ample power and the flexibility of the mount is augmented by the addition of a three speed gearset of orthodox sliding gear type built in unit form with a disc clutch and kick starter on the countershaft.

Ignition is by means of a high tension magneto and lubrication is effected with a hand pump which forces the oil to the motor base, where it is distributed by the flywheels to all of the wearing parts in need of lubrication.

Despite the fact that it is greatly superior to the oldtimer as to speed, power and convenience, it is pointed out that the new Emblem is only slightly heavier than the little battery ignited single.



Regular Emblem Model of Some Years Back

STROGONOFF EXPANDS

Reincorporates Schenectady Business for $75,000 as Strogonoff-Godfrey Co.

SCHENECTADY, N. Y., Feb. 27.—Under the style Strogonoff, Godfrey Co., Inc., A. Strogonoff, E. S. Godfrey and H. D. Sherwood have incorporated under New York State laws to handle motorcycles and other wheeled vehicles. The authorized capitalization is $75,000.

GOODRICH OPENS 38 BRANCHES

AKRON, O.—W. O. Rutherford, general sales manager of the B. F. Goodrich Co., has just announced that 38 new stores have been opened throughout the United States. "This is in keeping with our well-defined policy to be as close as possible to the final point of distribution of our products," according to Rutherford.

FIRESTONE MEN GIVE "FOLLIES"

AKRON, O., Feb. 23.—A cast consisting of 40 members of the Firestone organization presented "Firestone Follies" in the Firestone clubhouse last night. The house was crowded to capacity.

DECLARE DIVIDEND

Stockholders of Pennsylvania Rubber Co. Will Get It March 31

JEANNETTE, Pa.—The annual meeting of the Pennsylvania Rubber Co. was held Monday, February 19, at which time the officers were re-elected for the coming year. The official staff is made up as follows: H. Wilfred DuPuy, president and treasurer; Charles M. DuPuy, vice-president; Seneca G. Lewis, general manager; George W. Shively, secretary; C. G. Morrill, assistant secretary.

A quarterly dividend of 1¾ per cent on the preferred stock and 1½ per cent on the common stock was declared, payable March 31 to stockholders of record on March 15.

THE "GET ACQUAINTED" IDEA

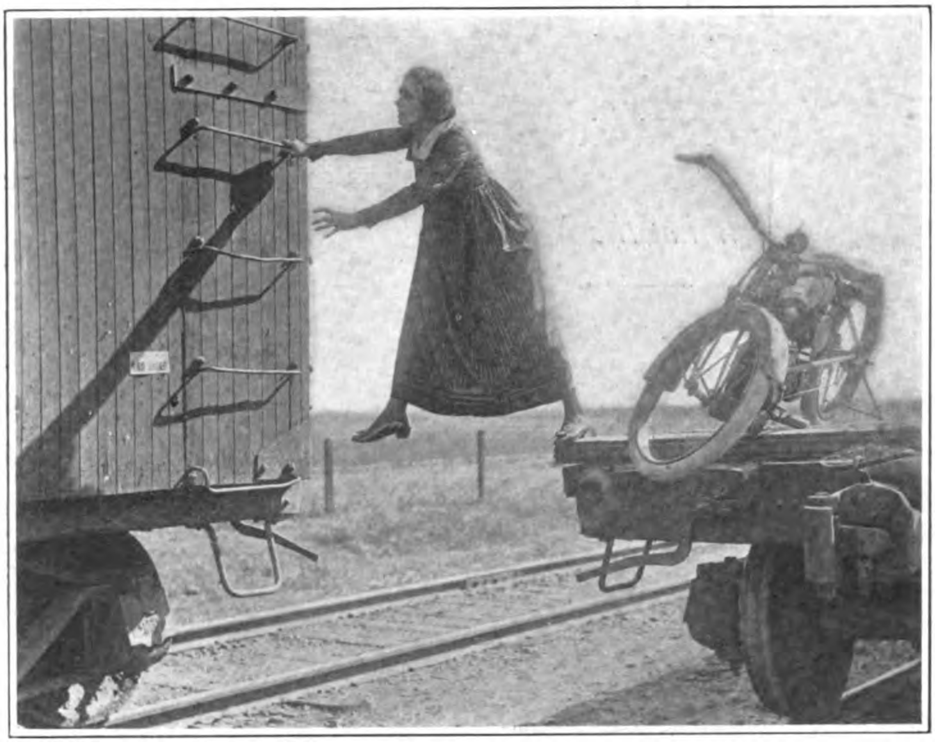
(Continued from page 12)

satisfy their recreation requirements fully.

As a moulder of real men; as a bracing, thrilling and healthful sport, motorcycling has few equals, and the time is not far distant when the power two-wheeler will find its scope greatly extended. The lightweight is helping in that direction. The hum of the motor through open country has called thousands of men to better health, broader comradeship and a truer appreciation of the wonders of Nature, and now we find the "little fellow" of the motorcycle family bringing in folks who have always been overlooked in the past.

Now as the days grow longer and there grows within all red-blooded people a spirit of welcome for the Spring, for the green magic of the fields and valleys, we will come once more to a keener understanding of the motorcycle's place in our national life. We will crave open country, fields and hills and winding trails, and the motorcycle will make us master of them. If it happens that we are numbered among the seasoned roadsters, our choice will probably be a big twin with sidecar; if we are among the newcomers, we will gravitate towards the lightweight. But at any rate, we will be able to find just the machine to suit our needs.

SOMETHING NEW IN THE DEMONSTRATING LINE



A Kalem Film Star Utilizing a Cleveland Lightweight in a Thriller; Yes, She Foiled the Villain, but It Was a Trifle Hard on the Motorcycle

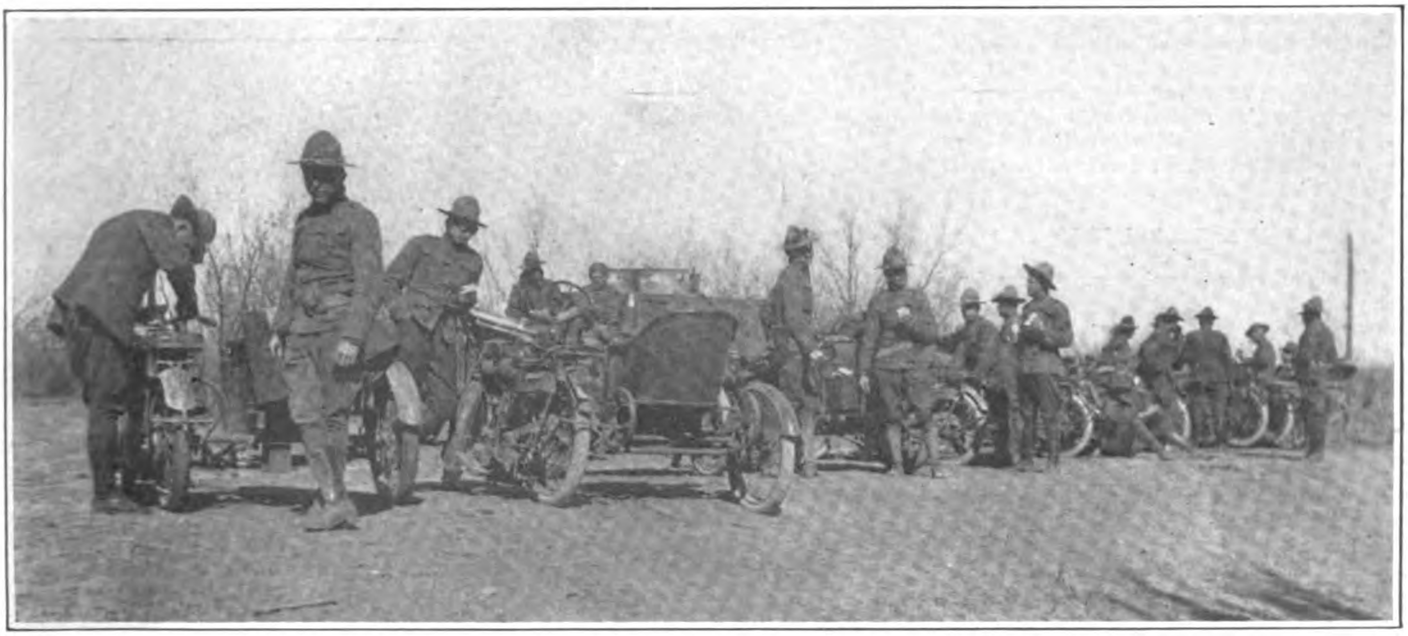
NOVELTY A SALES ASSET

(Continued from page 22)

ing. In these towns the sales of ladies' models have far exceeded our expectations, but in some cities they have not sold to the ladies at all.

Everybody is interested in the Dayton Motor Bicycle the minute they see it on the street because of its distinctive construction. That is, of course, one of the selling features for the dealer, as it takes the place of expensive advertising that would have to be done in order to introduce the machine if it were not so satisfactory as a self-advertiser.

AN IMPRESSIVE PICTURE OF MOTORCYCLE WARRIORS AT FORT BLISS, TEX.

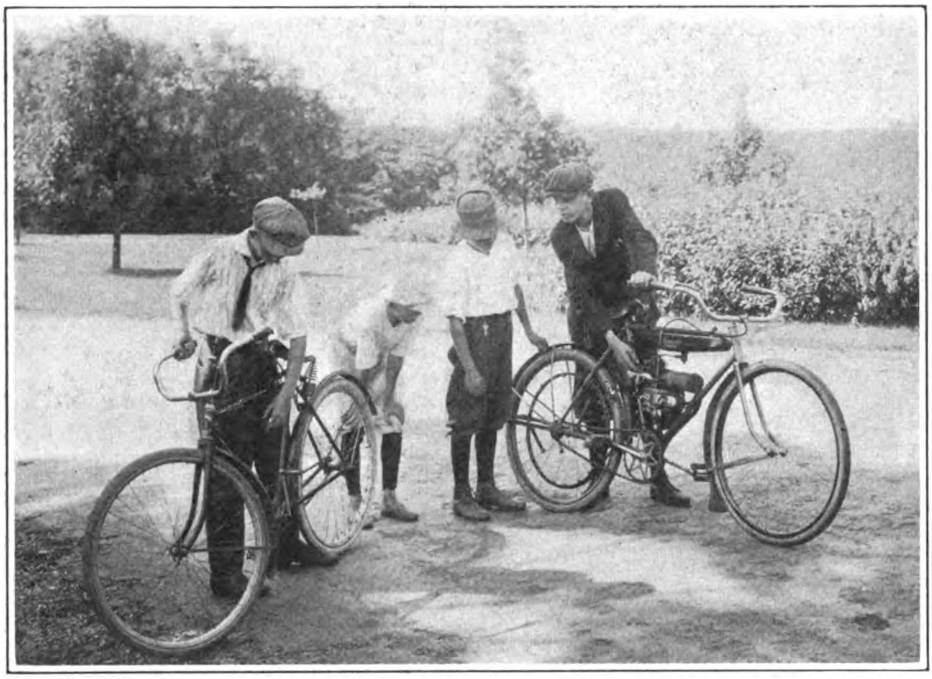


The Photo, Which Was Forwarded by F. C. Hecox, First Lieutenant in the Motorcycle Company, Shows the Riders Enjoying Noonday Refreshments During a Stop Along the Rio Grande; The Company Has Already Seen Some Service in Mexico

Quadrupling Cycling's Joys

How the Fitting of a Motor Attachment Increases the Pleasures of Bicycling Four-Fold without Materially Augmenting the Costs; Doubling the Touring Radius and Its Effect on the Rider

What the Market Offers in Motor Attachments and Their Details



The "Young Idea" Is Quick to Take to the Cyclemotor

PERHAPS you're a cyclist.

You mount your wheel on a Sunday morning and betake yourself by dint of a bit of labor properly applied to the pedals of your bicycle, far away from the city's hustle and bustle; its traffic and smoke, 'way out to the far edge of the rim of hills that close in your home town, spend a couple of hours in pleasant solitude and then you pedal back.

You have had a fine day, to be sure; you feel that you have been fully repaid for the slight effort expended in propelling the cycle out into the open—the open that afforded you the opportunity of a few all too brief hours of communion with nature.

Your Limited Field

Doubtless, you vary the course from Sunday to Sunday during the riding season, for repetition, even of the things we care most about doing, fosters monotony; breeds contempt. But, however much you vary the course, the fact remains that you never get very much further away than a certain set distance from the heart of town—ten miles, fifteen miles, 25 miles for the average rider. And the riders who do the 25 miles and then 25 back in a day are few and far between.

And, so it comes to pass that you soon take in every trip that is worth while within that 25 mile radius; you come to learn each foot of every highway; every inch of each byway within pedaling distance of your home, and—well man is gifted with an uncommon amount of curiosity and is ever seeking pastures new.

If this is your case; if your wheel has lost some of its old time charm simply because you can no longer use it to take you to new fields—then you need a "glorified bicycle."

What's that? That is a bicycle fitted with a motor attachment, a vehicle that has all the charm of the pedal cycle, but with a considerably enlarged field of action.

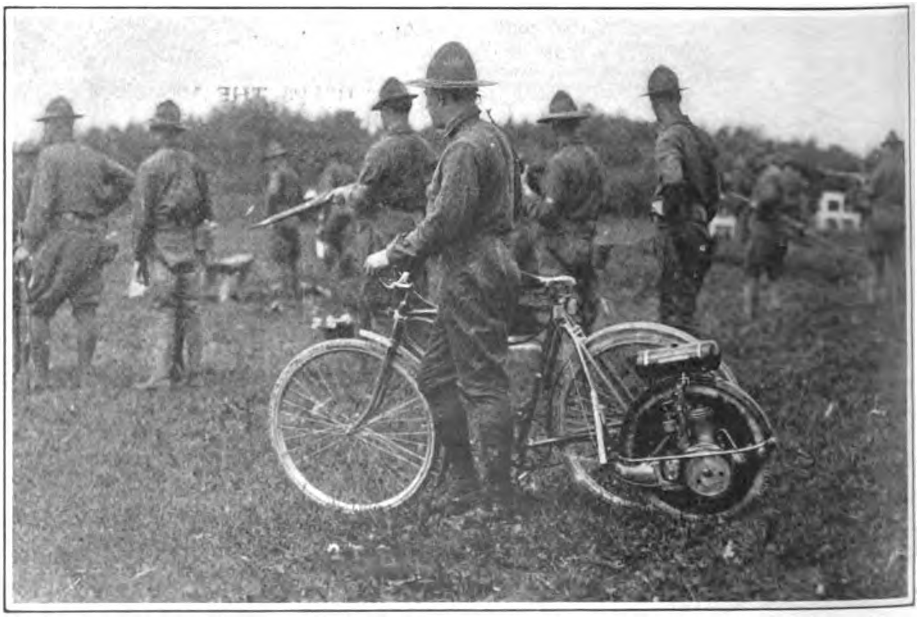
And the beauty of it is that you need not do away with the wheel that has provided you so much sport in times gone by; you simply hop on it and ride to the nearest cycle dealer's establishment and ask him to show you what the market affords in the way of motor attachments for bicycles.

There are three distinct makes of such attachments on the market at the present time and each of the trio differs widely in its design and conception from either of the others. The Smith motor wheel holds the distinction of being the first power plant of the sort to have made any material progress on the American market.

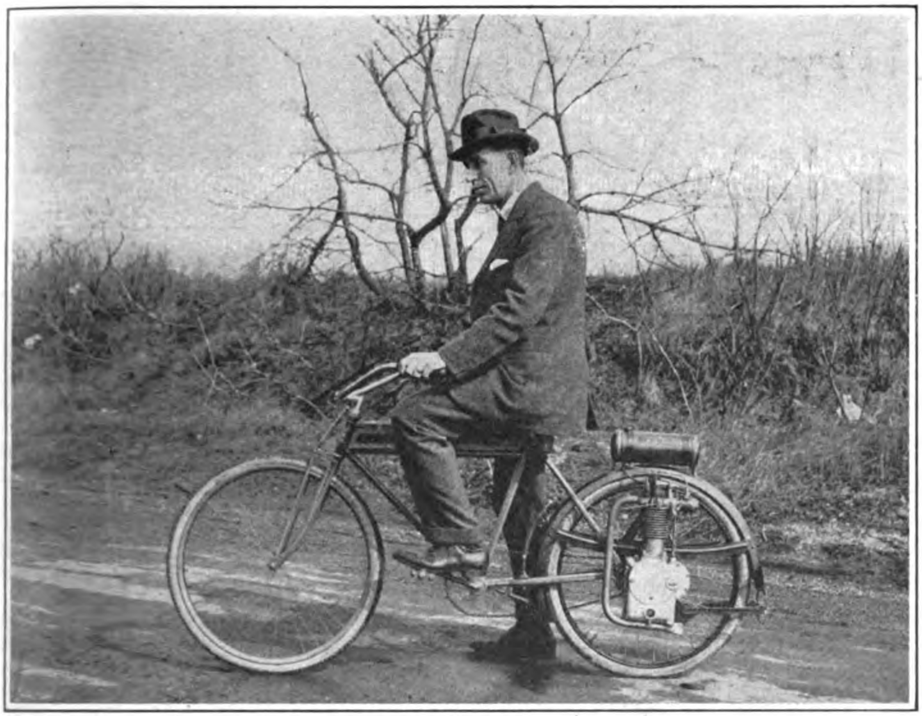
Some Bicycle "Motorizers"

The Smith wheel is so commonly used that its features are known to most folk even those who take scant, if any, interest in cycling. It comprises a very compact four-cycle air-cooled motor mounted in and geared to a pressed steel dished wheel, pneumatic tired, which is arranged on a pivoted bracket so that it runs in a plane with the rear wheel of the cycle. The auxilary wheel is fitted with a mudguard carrying a pressed steel tank for the gasoline and the only connection the device has with the frame of the bicycle itself is through the attachment bracket and the motor control wires.

All of the weight, therefore, and all of the motor vibration are taken care of by the



Smith Motor Wheel Doing Military Scout Duty at Plattsburg



Joseph F. Merkel About to Start Off on a Merkel Motor Wheel

wheel itself, which is built to withstand the strain; none falls on the bicycle frame. The motor is fitted with automatic carburetor, magneto ignition and mechanical oiling pump.

The Smith motor wheel is fitted with a bracket that permits of its ready attachment to any make or model of bicycle; control, is very simple, being vested in a pair of handle bar levers, one of which operates the throttle while the other serves to release the compression for starting. The Smith wheel retails for $60.

Radically different is the Cyclemotor. It embraces the use of a miniature two-cycle motor mounted with suitable brackets in the diamond of the wheel frame and delivers its power to the rear wheel through the intermediary of a round twisted belt which runs on a special belt rim provided for ready attachment to the wheel. Two styles of tanks are provided, one for the single bar frame and the other for use in connection with double bar and arch truss frame construction.

Cyclemotor Novelty

The power plant is a model for simplicity and compactness. One of the most novel features of the arrangement is the fact that unlike the orthodox method of using a fixed spark on small motors and varying the speed according to the throttle opening, just the reverse is Cyclemotor practice, the throttle opening being set and constant and the speed of the motor, and consequently of the vehicle, being controlled entirely by spark regulation.

It will at once be apparent to the man who has had aught to do with two-cycle motor operation that this arrangement does away at one fell stroke with the chief argument advanced against the employment of the two-stroke motor on variable speed work—the fact that a special carburetor is needed in order to provide a proper mixture at all speeds of the motor. With the Cyclemotor arrangement, the gas not being throttled at any speed, the mixture is bound to be constant at all speeds and "four-cycling" and other irregularities are absolutely done away with.

The entire control of the motor is vested in a single handlebar lever, which retards and advances the magneto timing and relieves the compression.

Enter the Merkel

The power plant is so disposed in the frame of the cycle that the slight strain entailed by its 19 pounds of weight is well distributed and exceptional care is taken in balancing the reciprocating parts in order to reduce vibration to a minimum. As with the Smith wheel, the Cyclemotor can be attached to any make of bicycle and sells for $55.

The newest entrant into the attachable motor field is the Merkel Motor Wheel, which has more than one claim to novelty. As with the Smith wheel, the Merkel power plant is built as a compact unit with a driving wheel.

The Merkel wheel, however, is designed to take the place of the rear wheel of the bicycle instead of acting as an auxiliary to it, facilities being provided for attaching the Merkel wheel to the rear fork ends. The arrangement is such that the installation converts the cycle into a spring frame machine.

The Merkel motor is of the four-cycle type and is so disposed with relation to the wheel that it comes outside the rear forks at the left of the wheel, being balanced by the flywheel which is carried on a prolongation of the crankshaft through the rear hub to the right side. The most striking departure from orthodox practice is found in the ignition arrangements, a complete high-tension magneto as well as an electric lighting generator being built into the flywheel, whereby this device serves at once as a balance wheel, magneto and generator without, however, entailing any additional weight or space. And withal, the arrangement is as simple and troubleproof as it is compact, there being a minimum of moving parts entailing wear or subject to derangement.

As with the Smith wheel, lubrication is effected by means of a mechanical pump and the mixture is taken through an automatic carburetor. A double lever control placed on the right handle bar serves to control the throttle and operate the compression release.

The Merkel wheel is attachable to any make and model of bicycle and sells complete with electric lighting system for $90.

There are the details of the various attachments which the market affords at the present time. And now as to what they will do for you, any one of the three.

Doubling the Radius

We spoke before of your touring radius on the bicycle, and of the fact that even the hardiest of cyclists, one who makes his radius for a single day's trip fall within a 25-mile circle, after a time reaches a stage where he knows every slightest detail of the surrounding territory. Hook up a power attachment to the same bicycle, however, and you have more than doubled the distance that can be comfortably covered in a single day.

That does not sound as big as it really is. You must bear in mind, in order to grasp the full significance of the statement, that doubling the radius of the circle, quadruples the territory you can reach awheel. In other words, you can, without straining a point, become intimately acquainted with four times the territory reachable by pedicycle, provided you install a power attachment.

And the cost? Well, any one of the machines described above is perfectly capable of covering 100 miles to the gallon of gasoline and the oil consumption is so small as to be quite negligable; first cost, unlike the case with the automobile, where upkeep costs are the real thing to be reckoned with, is the only factor that enters deeply into the transaction. But at the prices given above, with the running costs but slightly greater than those of the bicycle itself, who can say that money spent for a bicycle mofor attachment is not money well spent when for a fact it quadruples the joys of cycling?

HELPS THE MESSENGER

Abe Vermeulen, of Los Angeles, Cal., Who Averages Better Than 80 Miles Daily on the Smith Motor Wheel

EDITORIAL

By J. Leo Sauer

The Lightweight Deserves More Enthusiastic Backing

THE heavyweight motorcycle maintains its leadership with apparent ease, but its less ponderous little brother will well bear watching. Lightweight progress has not equalled expectations up to date, largely because the trade itself is not educated to all the possibilities of the light machines, and not aroused up to a proper degree of conviction and enthusiasm. A potential market of great size has been all but neglected, simply because it is in the line of least resistance to sell the bigger machines. That market, which has been sold for a dozen years or so, does not require so much energetic, persistent and intelligent cultivation. The average dealer understands the heavyweight market, and knows fairly well the requirements of his customers. At least it is easy enough to take last year's models in exchange for a new one, with whatever profit obtainable from the transaction. His heavyweight customers bring in their friends, and these too are usually interested in the big machines. The average dealer who handles both heavy and light machines sells the latter only when literally driven into a corner by a customer.

* * * *

Now, there is no real rivalry, no genuine competition, between the standard models and the lightweights. They have their respective uses, and one is better adapted than the other for certain purposes. For solo riding under reasonably favorable conditions, a heavyweight is unnecessary, just as the lightweight is not as well suited to heavy going, sidecar work and the like. Although this is obvious, yet how seldom does a dealer really try to sell a patron the machine best fitted for the latter's requirements. A good clothing salesman for example, will try to sell a short stout man a suit with vertical stripes, because it tends to make a man taller and thinner than he really is. On the same sensible basis a novice, particularly if he is none too sturdy, and expects to use his machine for solo riding over comparatively good roads, should by all means have a lightweight machine, no matter what the customer himself may think about it. In other words, he should be sold scientifically. He will be a better and more permanent customer for that fact, even though the initial profit to the dealer be somewhat less.

* * * *

I am quite willing to admit that the average young man who of his own accord comes into a motorcycle store to buy a machine has a heavyweight in mind; also that there will always be a very substantial demand for that type. But how about the hundreds of thousands who *do not know* that they need motorcycles, or *imagine* that they don't want them, because of certain well-defined prejudices against motorcycling. Here's your lightweight market, potentially big and attractive, but not quite ready to be interested because it isn't "wise" to the fun, good health and utility—with a minimum of trouble that can be gotten out of a lightweight motorcycle.

At least half of our States have road systems almost if not quite the equal of those of Great Britain. When the war started, more than one hundred different lightweight models were having a sale in England, as against a mere half-dozen at that time in this country. I cannot for the life of me see why the lightweight should not eventually do as well in the United States as it has done in the British Isles. I believe, I am sure, it will. But not as a substitute for the heavyweight. That is most improbable and, besides, the trade would not in any way benefit—neither manufacturer nor dealer. The desired thing is also the most likely, namely, that *in addition to* the existing demand for the regulation models, there will be developed an entirely new market for lightweights.

* * * *

The first real impetus was given by a manufacturer of lightweights exclusively, with agents also exclusively handling lightweights, or at least featuring that type. This manufacturer and his exclusive dealers had nothing to sell but lightweights, and they have been successful. Conversely, the heavyweight dealer who stocks a few lightwights as a side line is hardly fitted to create any considerable lightweight market. He will sell the little fellows to those who want them, and even then in many cases more or less unwillingly. And, I think, that condition of affairs is 90% responsible for a certain slowness of lightweight sales progress.

By conducting some sort of a contest, for example, for boys who own bicycles, any dealer in lightweight motorcycles will have no trouble in obtaining the names, addresses, ages and parents' names of a large number of bicycle riders. At 16 to 18 years of age, they become Class A motorcycle prospects, and nine out of ten of them ought to have lightweight machines. I can only guess, but I suppose there are between one-half and three-quarters of a million boys of that age riding bicycles in the United States. Suppose they were made the objects of a three months' direct-appeal advertising campaign, the result would be bound to be the creation of a fine market for lightweight motorcycles.

* * * *

Thousands of machines would undoubtedly be sold. In the first place, the market would be a ready one. Secondly, the purchasing price is low. Third, it would be much easier to convince parents of the safety of the lightweight, which is a by no means minor consideration; and the young men market is only one phase of a tremendous opportunity for lightweight sales.

The lightweight has never been given a fair chance, certainly not by most dealers. They cannot sell where they lack enthusiasm. But they ought to be enthusiastic. The lightweight is "there"; it's bound to win for itself a path to great and irresistible popularity.

LATE NEWS

MOTOR BATTERY AS WILSON BODYGUARD

New York State's Motorcycle Warriors Will Have Position of Honor in Inaugural Parade March 4—May Ride to Capital

NEW YORK, Feb. 27.—Members of the First Motor Battery, New York National Guard, were overjoyed today when an official order reached them announcing that they will act as President Wilson's bodyguard during the inaugural parade in Washington, March 4. It was at first stated that Squadron A, of New York, would have the coveted position in the line of march, but an official change of mind has resulted in the call for the Motor Battery.

Sergeant Arthur Chapple, of the Battery, stated today that no less than 90 motorcyclists will go to Washington, but at this writing it is impossible to say whether the boys will ride their machines down or send them by train. A good deal depends upon weather conditions, but the riders themselves are prepared to make the road trip regardless of the weather-man if permitted to do so.

If the Motor Battery men ride down they will be accompanied by the armored cars belonging to the Battery, but if it is decided to make the journey by train the cars will be left behind for obvious reasons.

The Motor Battery riders look upon the present move as a big tribute to them.

EXCELSIOR BOOKLET

New Folder Sets Forth in Word and Picture the "X" Sidecar Story

CHICAGO, Ill.—"The Road to Enjoyment" is the title of a neat four-page folder just gotten out by the Excelsior Motor Mfg. & Supply Co. descriptive of the new Excelsior semi-flexible sidecar.

The booklet is representative of the best there is of the printing art, the cover illustration being a photograph on an Excelsior-mounted rider with a young lady sidecar passenger starting out for the green hills on a day's outing.

The full details of the unorthodox Excelsior sidecar construction are set forth and made plain in characteristic style and with the aid of half-tone illustrations.

WAUGHOP LEAVES TRADE

Special Eastern Cleveland Representative Turns to Automobiles; Will Still Ride

NEW YORK, Feb. 26.—C. W. Waughop, special representative of the Cleveland Motorcycle Mfg. Co., traveling out of New York, has resigned that post to become identified with a local automobile manufacturing concern.

Waughop has always been a keen enthusiast, and a man to be reckoned with in motorcycle competition, and has succeeded in bringing the lightweight Cleveland to the fore in many a hard and many a closely contested run. It is stated that he has not the slightest intention of dropping the two-wheeler in so far as the sport end of it is concerned.

BIG ROGERS ORDER

Chicago Gas Company Takes 28 Chassis for Use on Thor Motorcycles

CHICAGO, Ill., Feb. 26.—The Rogers Mfg. Co. has received a contract to supply the local gas company with 28 Rogers sidecar chassis on which the gas company will fit special bodies adapted to its needs. The cars are to be used in connection with Thor motorcycles which the company has purchased for the use of its trouble shooters and installation men.

The gas company here is one of the most constant users of commercial motorcycles. The machines have for years been used in connection with the sidevans, the company having at one time undertaken to build its own chassis.

GOODRICH BRANCH IN WACO

WACO, Tex.—The B. F. Goodrich Co. opened its new wholesale branch in the Hill Building, Eighth and Franklin streets, a few days ago. W. A. Parr is the manager of the branch, which serves a large territory.

CROTONA CLUB WILL "SOLDIER"

Bronx Riders, as a Body, Offer Services to President in Case of War; Club Now Has Seventy-Two Enthusiastic Members Enrolled

BRONX, N. Y., Feb. 20.—At the meeting of the Crotona M. C., following the severance of diplomatic relations with Germany, the matter of cooperation between motorcyclists and the military forces of the country was discussed and a resolution was adopted providing that a letter be forwarded to President Wilson, offering the services of the club riders to the government in the event of war. The letter follows:

To His Excellency Woodrow Wilson,
The White House,
Washington, D. C.

Your Excellency—At its meeting held Feb. 6, 1917, the Crotona Motorcycle Club, of Bronx County, City of New York, N. Y., adopted the following resolution:

Whereas, several members of the Crotona Motorcycle Club have in the past, and are at present, giving their services to the country, and

Whereas, the members are loyal citizens in the fullest sense of the word, therefore

Be it resolved, that we, the members of the Crotona Motorcycle Club, in case of war, offer our services to the Government of the United States as motorcycle scouts and couriers, or to perform any other duty which the proper authorities may deem suitable, and

Be it further resolved, that we, the members of the club, stand firmly back of our President in any and all actions, and will support him consistently as loyal American citizens.

We have the honor to be, sir, with the highest consideration,

Yours respectfully,
CROTONA MOTORCYCLE CLUB.

At the present time the Crotona club has 72 members in good standing, and two of them are already serving the flag—Arthur Chapple as a sergeant in the First Motor Battery, and Lawrence Ferria with the 71st Regiment N. G. N. Y.

MOTOR CYCLE ILLUSTRATED

Volume 13. March 1, 1917. Number 9.

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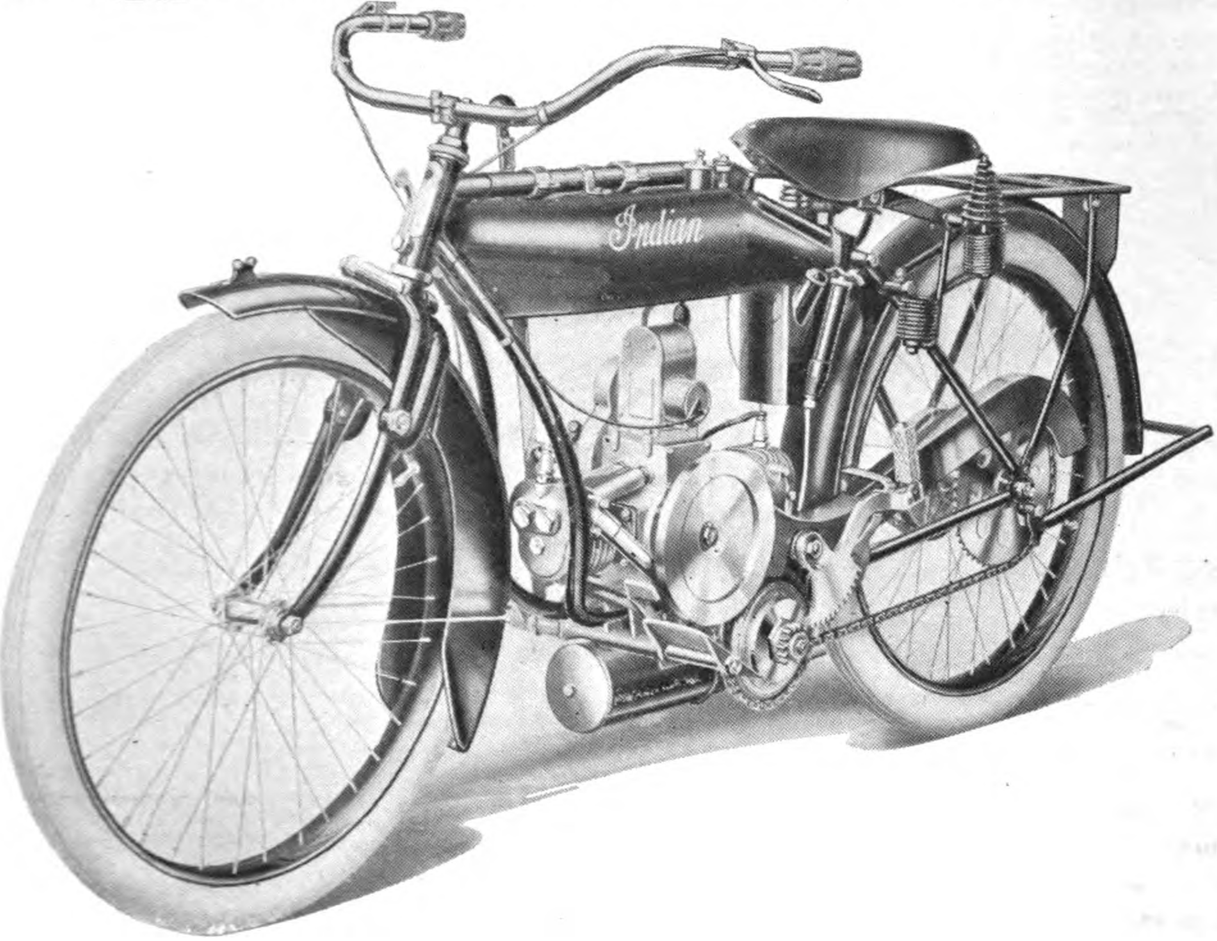
SUPERIOR BALL

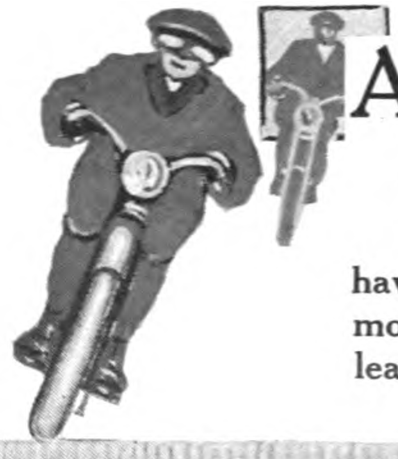
New Brooklyn Club Will Hold Festivities on March 10

BROOKLYN, N. Y.—The Superior Motorcycle Club recently organized is planning a reception and dance, to be held at Library Hall, No. 771 Gravesend Ave., Brooklyn, N. Y. (near 16th Ave.), Saturday evening, March 10.

The committee is sparing no effort to provide for a thoroughly enjoyable evening. All riders are invited.

Indian





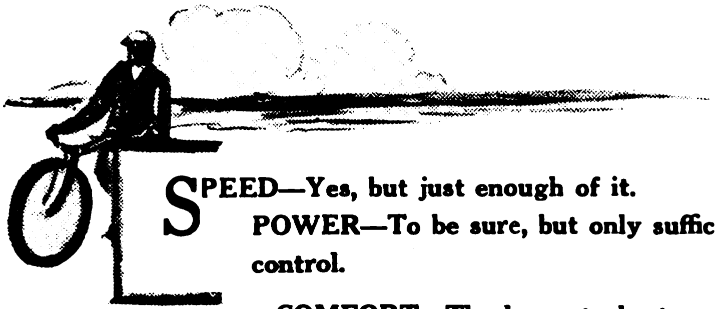
A MOTORCYCLE for anybody who can afford any sort of a two wheel conveyance.

A machine with full Indian motorcycle qualifications.

Developed and perfected for a vast army of riders who have waited for the coming of a dependable lightweight motorcycle within financial limitations and requiring the least physical strength, exertion and mechanical skill.

With FOUR CYCLE

Light Twin



SPEED—Yes, but just enough of it.

POWER—To be sure, but only sufficient to make it easily handled and always under perfect control.

COMFORT—The long stroke type of motor, set in double loop vanadium steel tube frame with drop forge fittings, is *vibrationless* and set in horizontally, giving a low centre of gravity and a very easy riding position.

LIGHTNESS—As light as a motorcycle can be built and still possess the hardihood necessary for riding anywhere under any condition; ability to *stand up* and *perform* and *make good* whenever and however put into service.

SIMPLICITY—Built to go ahead day after day and fulfill its mission without faltering, without undue adjustment, without demanding of its mount more than intelligent operation and fair treatment.

COST—Only the Hendee Manufacturing Company, with its enormous plant and great volume of production, could make and sell such a highly developed motorcycle at such a low cost.

UPKEEP—Next to nothing.

EVERYBODY'S MOTORCYCLE—The 1917 Indian Light Twin is for every man, woman and youngster graduating from the bicycle, for everybody in every walk of life, for every profession, every business, every vocation where dependable, quick, comfortable, low-cost transportation is desired; for everybody who wants to ride here, there, everywhere for health, pleasure or business on the simplest, most reliable, most comfortable, easiest handled *motorcycle.*

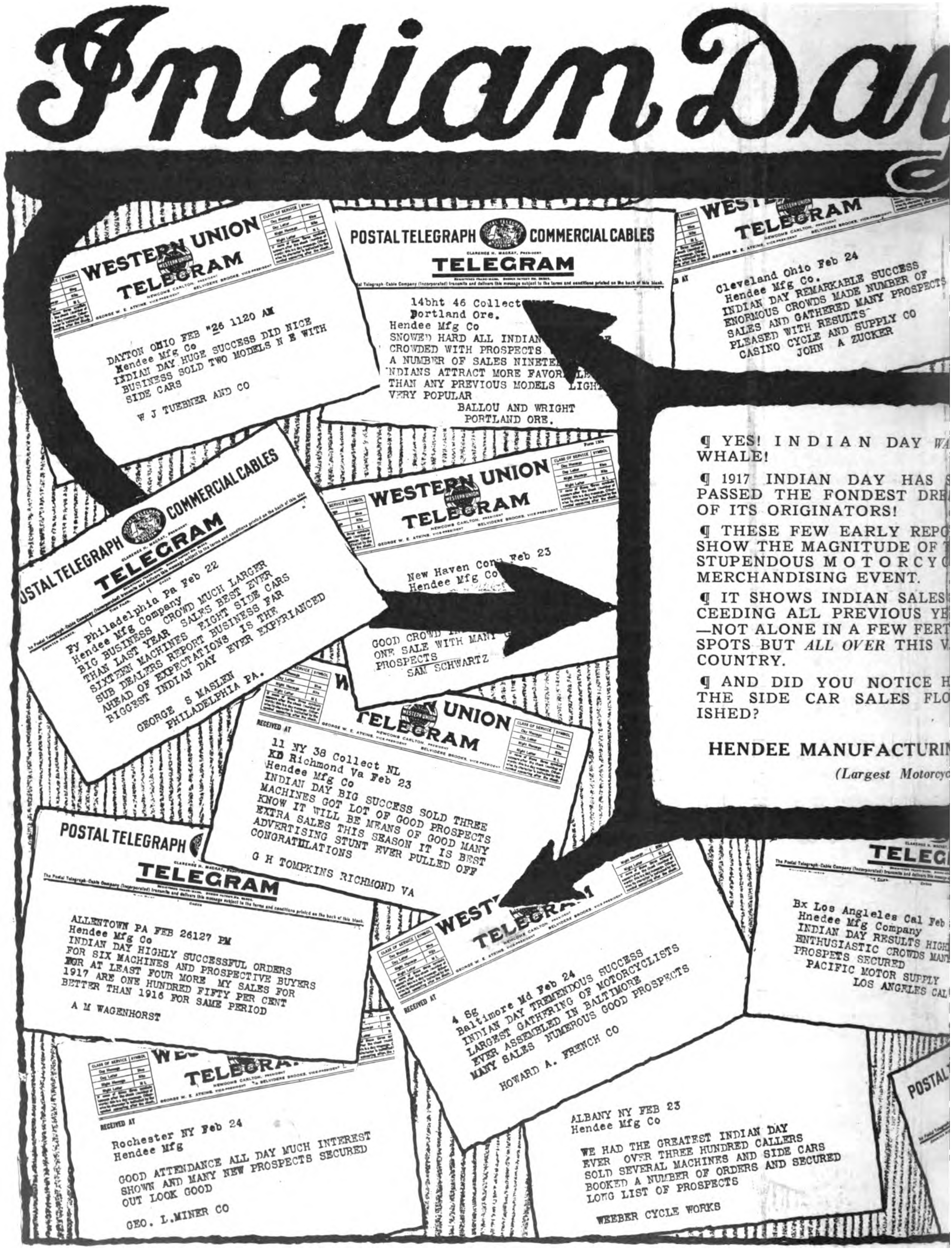
TO INDIAN DEALERS—The Light Twin—a thoroughbred motorcycle—opens up zones of sales heretofore restricted. Every mechanic, workman, business man—everyone who seeks an independent, low-cost dependable means of locomotion and who wishes to broaden his area of activity—is a live prospect.

It takes but a minute of your time to write or wire for our 1917 selling plan, territorial arrangements, profits and other particulars, quick action usually forestalls disappointment. 1917 illustrated catalog sent anywhere.

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.

OPPOSED MOTOR

Indian Day


WESTERN UNION TELEGRAM
POSTAL TELEGRAPH COMMERCIAL CABLES TELEGRAM
RECEIVED AT

DAYTON OHIO FEB "26 1120 AM
Hendee Mfg Co
INDIAN DAY HUGE SUCCESS DID NICE
BUSINESS SOLD TWO MODELS N E WITH
SIDE CARS

W J TUEBNER AND CO

14bht 46 Collect
Portland Ore.
Hendee Mfg Co
SNOWED HARD ALL INDIAN
CROWDED WITH PROSPECTS
A NUMBER OF SALES NINETE
NDIANS ATTRACT MORE FAVOR
THAN ANY PREVIOUS MODELS LIGH
VERY POPULAR
BALLOU AND WRIGHT
PORTLAND ORE.

Cleveland Ohio Feb 24
Hendee Mfg Co.
INDIAN DAY REMARKABLE SUCCESS
ENORMOUS CROWDS MADE NUMBER OF
SALES AND GATHERED MANY PROSPECTS
PLEASED WITH RESULTS
CASINO CYCLE AND SUPPLY CO
JOHN A ZUCKER

Fy Philadelphia Pa Feb 22
Hendee Mfg Company
BIG BUSINESS CROWD MUCH LARGER
THAN LAST YEAR SALES BEST EVER
SIXTEEN MACHINES EIGHT SIDE CARS
SUB DEALERS REPORT BUSINESS FAR
AHEAD OF EXPECTATIONS IS THE
BIGGEST INDIAN DAY EVER EXPERIANCED

GEORGE S MASLEN
PHILADELPHIA PA.

New Haven Con Feb 23
Hendee Mfg Co

GOOD CROWD
ONE SALE WITH MANY
PROSPECTS
SAM SCHWARTZ

---

11 NY 38 Collect NL
KD Richmond Va Feb 23
Hendee Mfg Co
INDIAN DAY BIG SUCCESS SOLD THREE
MACHINES GOT LOT OF GOOD PROSPECTS
KNOW IT WILL BE MEANS OF GOOD MANY
EXTRA SALES THIS SEASON IT IS BEST
ADVERTISING STUNT EVER PULLED OFF
CONGRATULATIONS

G H TOMPKINS RICHMOND VA

ALLENTOWN PA FEB 26127 PM
Hendee Mfg Co
INDIAN DAY HIGHLY SUCCESSFUL ORDERS
FOR SIX MACHINES AND PROSPECTIVE BUYERS
FOR AT LEAST FOUR MORE MY SALES FOR
1917 ARE ONE HUNDRED FIFTY PER CENT
BETTER THAN 1916 FOR SAME PERIOD

A M WAGENHORST

---

4 Sg
Baltimore Md Feb 24
INDIAN DAY TREMENDOUS SUCCESS
LARGEST GATHERING OF MOTORCYCLISTS
EVER ASSEMBLED IN BALTIMORE
MANY SALES NUMEROUS GOOD PROSPECTS

HOWARD A. FRENCH CO

Bx Los Angleles Cal Feb
Hnedee Mfg Company
INDIAN DAY RESULTS HIGH
ENTHUSIASTIC CROWDS MAN
PROSPETS SECURED
PACIFIC MOTOR SUPPLY
LOS ANGELES CAL

Rochester NY Feb 24
Hendee Mfg

GOOD ATTENDANCE ALL DAY MUCH INTEREST
SHOWN AND MANY NEW PROSPECTS SECURED
OUT LOOK GOOD

GEO. L.MINER CO

ALBANY NY FEB 23
Hendee Mfg Co

WE HAD THE GREATEST INDIAN DAY
EVER OVER THREE HUNDRED CALLERS
SOLD SEVERAL MACHINES AND SIDE CARS
BOOKED A NUMBER OF ORDERS AND SECURED
LONG LIST OF PROSPECTS

WEEBER CYCLE WORKS

¶ YES! INDIAN DAY *WA*
WHALE!

¶ 1917 INDIAN DAY HAS S
PASSED THE FONDEST DRE
OF ITS ORIGINATORS!

¶ THESE FEW EARLY REPO
SHOW THE MAGNITUDE OF T
STUPENDOUS MOTORCYC
MERCHANDISING EVENT.

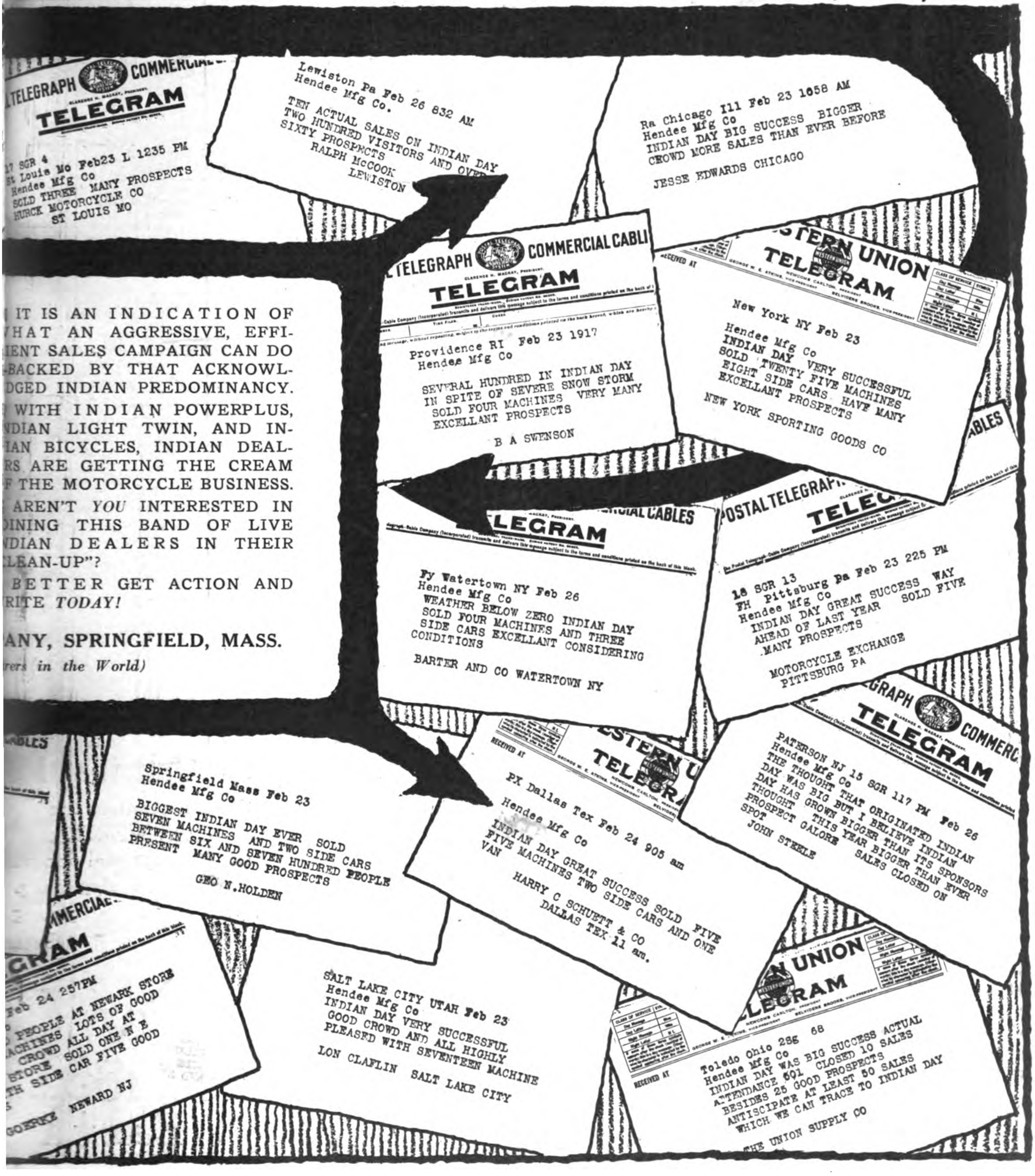
¶ IT SHOWS INDIAN SALES
CEEDING ALL PREVIOUS YE
—NOT ALONE IN A FEW FERT
SPOTS BUT *ALL OVER* THIS V
COUNTRY.

¶ AND DID YOU NOTICE H
THE SIDE CAR SALES FLO
ISHED?

HENDEE MANUFACTURI

(Largest Motorcyc

WAS A WHALE!


TELEGRAPH COMMERCIAL
TELEGRAM
POSTAL TELEGRAPH
WESTERN UNION TELEGRAM
RECEIVED AT

IT IS AN INDICATION OF
HAT AN AGGRESSIVE, EFFI-
IENT SALES CAMPAIGN CAN DO
-BACKED BY THAT ACKNOWL-
DGED INDIAN PREDOMINANCY.
WITH INDIAN POWERPLUS,
NDIAN LIGHT TWIN, AND IN-
IAN BICYCLES, INDIAN DEAL-
RS ARE GETTING THE CREAM
F THE MOTORCYCLE BUSINESS.
AREN'T *YOU* INTERESTED IN
OINING THIS BAND OF LIVE
NDIAN DEALERS IN THEIR
LEAN-UP"?
BETTER GET ACTION AND
RITE *TODAY!*

ANY, SPRINGFIELD, MASS.
rers in the World)

---

17 SGR 4
St Louis Mo Feb23 L 1235 PM
Hendee Mfg Co
SOLD THREE MANY PROSPECTS
HURCK MOTORCYCLE CO
ST LOUIS MO

Lewiston Pa Feb 26 832 AM
Hendee Mfg Co.
TEN ACTUAL SALES ON INDIAN DAY
TWO HUNDRED VISITORS AND OVER
SIXTY PROSPECTS
RALPH McCOOK
LEWISTON

Ra Chicago Ill Feb 23 1658 AM
Hendee Mfg Co
INDIAN DAY BIG SUCCESS BIGGER
CROWD MORE SALES THAN EVER BEFORE
JESSE EDWARDS CHICAGO

Providence RI Feb 23 1917
Hendee Mfg Co
SEVERAL HUNDRED IN INDIAN DAY
IN SPITE OF SEVERE SNOW STORM
SOLD FOUR MACHINES VERY MANY
EXCELLANT PROSPECTS
B A SWENSON

New York NY Feb 23
Hendee Mfg Co
INDIAN DAY VERY SUCCESSFUL
SOLD TWENTY FIVE MACHINES
EIGHT SIDE CARS HAVE MANY
EXCELLANT PROSPECTS
NEW YORK SPORTING GOODS CO

Fy Watertown NY Feb 26
Hendee Mfg Co
WEATHER BELOW ZERO INDIAN DAY
SOLD FOUR MACHINES AND THREE
SIDE CARS EXCELLANT CONSIDERING
CONDITIONS
BARTER AND CO WATERTOWN NY

---

18 SGR 13
FH Pittsburg Pa Feb 23 225 PM
Hendee Mfg Co
INDIAN DAY GREAT SUCCESS WAY
AHEAD OF LAST YEAR SOLD FIVE
MANY PROSPECTS
MOTORCYCLE EXCHANGE
PITTSBURG PA

Springfield Mass Feb 23
Hendee Mfg Co
BIGGEST INDIAN DAY EVER SOLD
SEVEN MACHINES AND TWO SIDE CARS
BETWEEN SIX AND SEVEN HUNDRED PEOPLE
PRESENT MANY GOOD PROSPECTS
GEO N.HOLDEN

PX Dallas Tex Feb 24 905 am
Hendee Mfg Co
INDIAN DAY GREAT SUCCESS SOLD FIVE
FIVE MACHINES TWO SIDE CARS AND ONE
VAN
HARRY C SCHUETT & CO
DALLAS TEX 11 am.

PATERSON NJ 15 SGR 117 PM Feb 26
Hendee Mfg Co
THE THOUGHT THAT ORIGINATED INDIAN
DAY WAS BIG BUT I BELIEVE INDIAN
DAY HAS GROWN BIGGER THAN ITS SPONSORS
THOUGHT THIS YEAR BIGGER THAN EVER
PROSPECT GALORE SALES CLOSED ON
SPOT
JOHN STEELE

Feb 24 257PM
o
PEOPLE AT NEWARK STORE
ACHINES LOTS OF GOOD
CROWD ALL DAY AT
STORE SOLD ONE N E
TH SIDE CAR FIVE GOOD
S
GOERKE NEWARD NJ

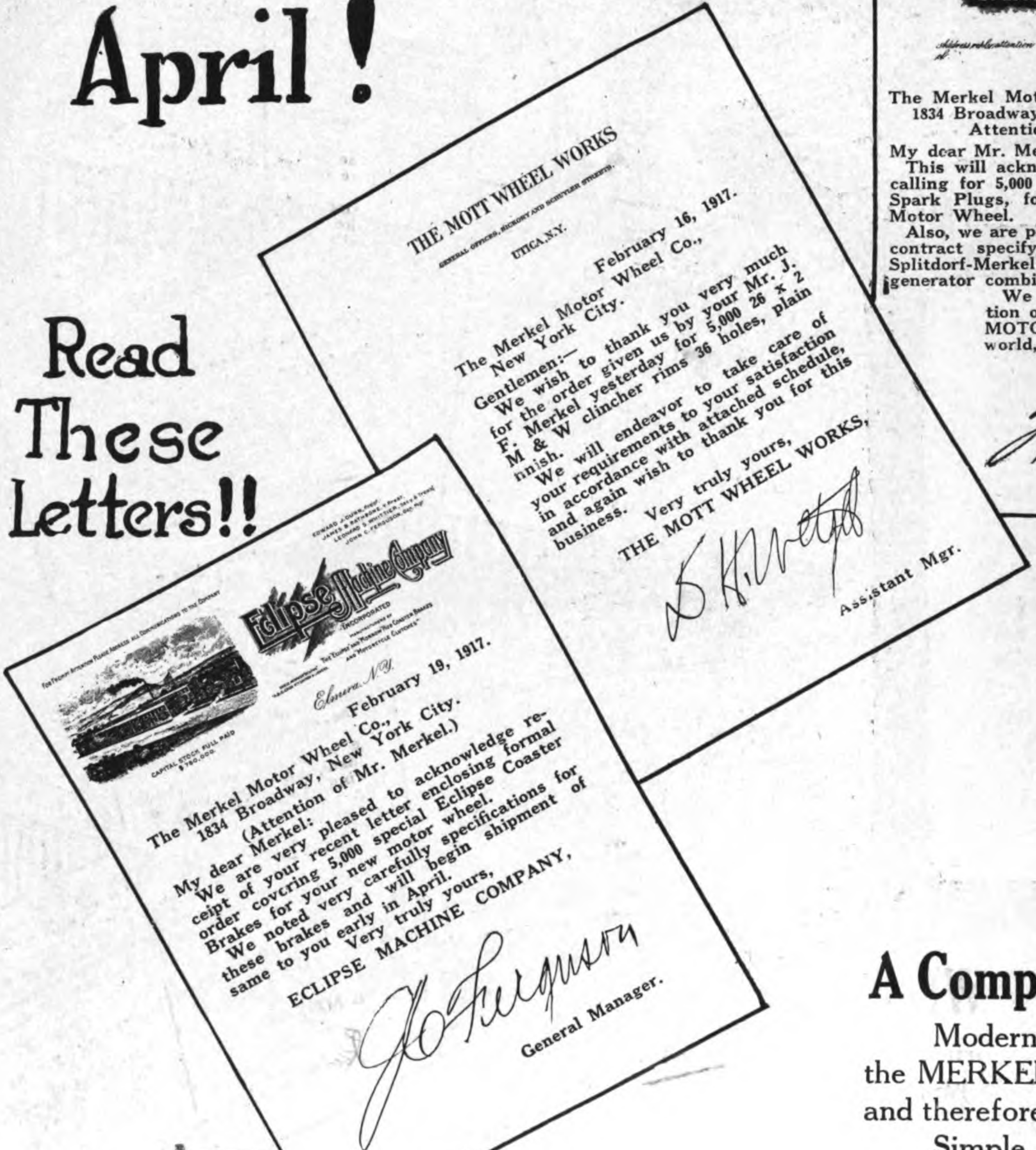
SALT LAKE CITY UTAH Feb 23
Hendee Mfg Co
INDIAN DAY VERY SUCCESSFUL
GOOD CROWD AND ALL HIGHLY
PLEASED WITH SEVENTEEN MACHINE
LON CLAFLIN SALT LAKE CITY

Toledo Ohio 28S 68
Hendee Mfg Co
INDIAN DAY WAS BIG SUCCESS ACTUAL
ATTENDANCE 601 CLOSED 10 SALES
BESIDES 25 GOOD PROSPECTS
ANTISCIPATE AT LEAST 50 SALES
WHICH WE CAN TRACE TO INDIAN DAY
THE UNION SUPPLY CO

Merkel M

Deliveries in April!

Read These Letters!!


THE MOTT WHEEL WORKS
GENERAL OFFICES, HICKORY AND SCHUYLER STREETS
UTICA, N.Y.

February 16, 1917.

The Merkel Motor Wheel Co.,
New York City.

Gentlemen:—
We wish to thank you very much for the order given us by your Mr. J. F. Merkel yesterday for 5,000 26 x 2 M & W clincher rims 36 holes, plain finish.

We will endeavor to take care of your requirements to your satisfaction in accordance with attached schedule, and again wish to thank you for this business.

Very truly yours,
THE MOTT WHEEL WORKS,
Assistant Mgr.

Eclipse Machine Company
INCORPORATED
CAPITAL STOCK FULL PAID $750,000

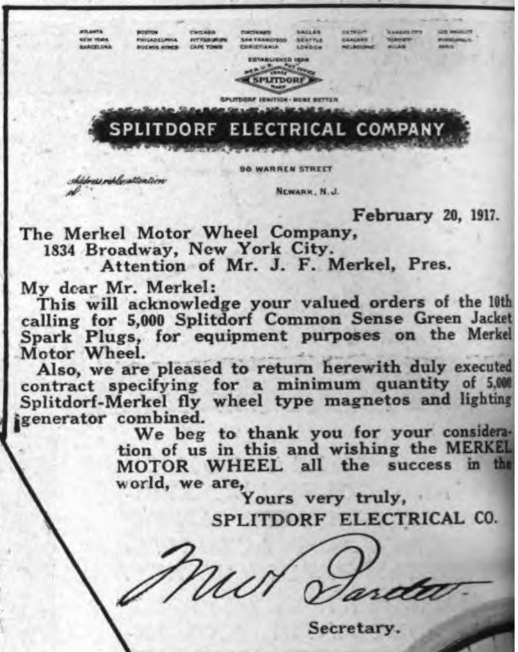
Elmira, N.Y.
February 19, 1917.

The Merkel Motor Wheel Co.,
1834 Broadway, New York City.
(Attention of Mr. Merkel.)

My dear Mr. Merkel:
We are very pleased to acknowledge receipt of your recent letter enclosing formal order covering 5,000 special Eclipse Coaster Brakes for your new motor wheel.

We noted very carefully specifications for these brakes and will begin shipment of same to you early in April.

Very truly yours,
ECLIPSE MACHINE COMPANY,
J. O. Ferguson
General Manager.


ESTABLISHED 1858
SPLITDORF IGNITION - NONE BETTER
SPLITDORF ELECTRICAL COMPANY
98 WARREN STREET
NEWARK, N.J.

February 20, 1917.

The Merkel Motor Wheel Company,
1834 Broadway, New York City.
Attention of Mr. J. F. Merkel, Pres.

My dear Mr. Merkel:
This will acknowledge your valued orders of the 10th calling for 5,000 Splitdorf Common Sense Green Jacket Spark Plugs, for equipment purposes on the Merkel Motor Wheel.

Also, we are pleased to return herewith duly executed contract specifying for a minimum quantity of 5,000 Splitdorf-Merkel fly wheel type magnetos and lighting generator combined.

We beg to thank you for your consideration of us in this and wishing the MERKEL MOTOR WHEEL all the success in the world, we are,

Yours very truly,
SPLITDORF ELECTRICAL CO.

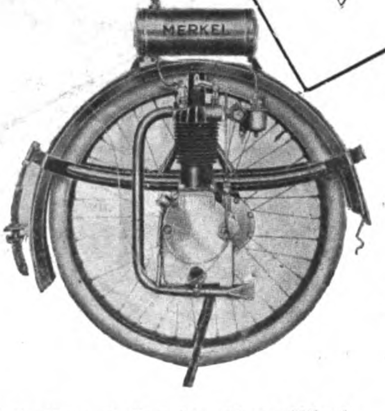
Secretary.

A Complete Unit that Re

Modern times necessitate the "m
the MERKEL MOTOR WHEEL provi
and therefore offers exceptional opportu

Simple, compact, embodying a po
—everything, even to electric lighting

Litera



Left View of Complete Motor Wheel

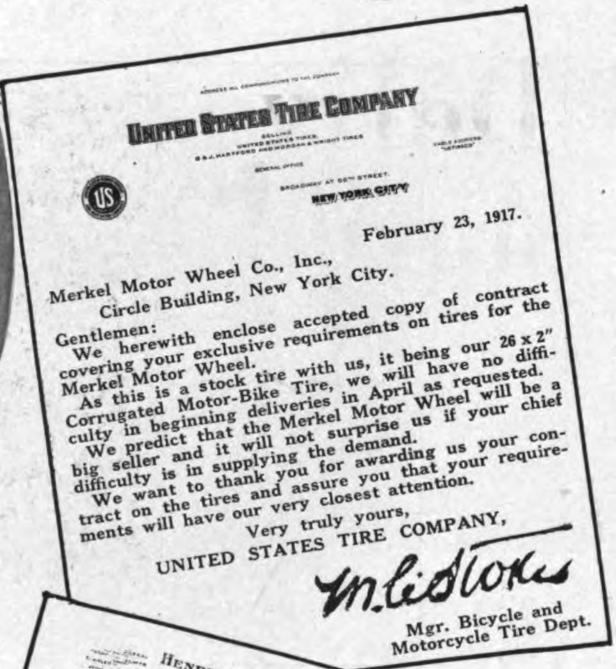
The Merkel Motor W

Address All Correspondence to **Sales Office: 1834**

Factory: East Ro

tor Wheel

It "Motorizes" the Bicycle.
MERKEL



ADDRESS ALL COMMUNICATIONS TO THE COMPANY

UNITED STATES TIRE COMPANY

SELLING
UNITED STATES TIRES,
G & J, HARTFORD AND MORGAN & WRIGHT TIRES

GENERAL OFFICE
BROADWAY AT 58TH STREET.
NEW YORK CITY

February 23, 1917.

Merkel Motor Wheel Co., Inc.,
Circle Building, New York City.

Gentlemen:

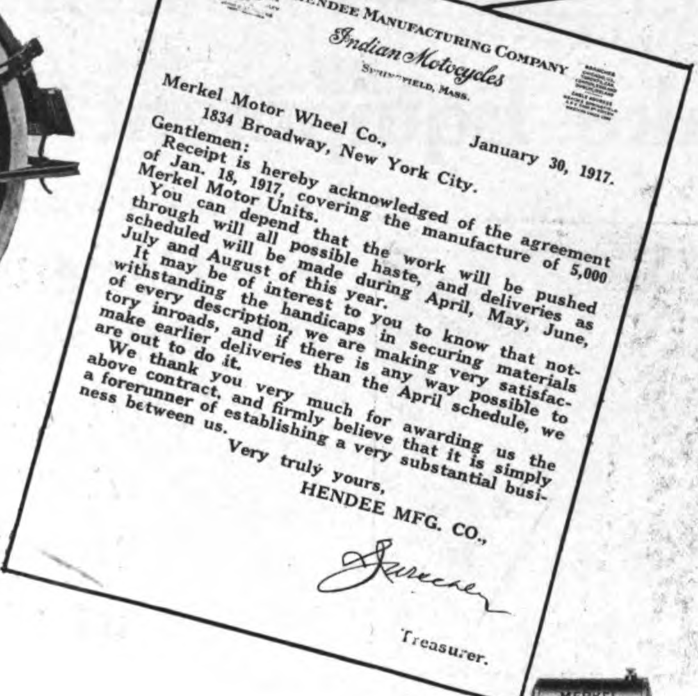
We herewith enclose accepted copy of contract covering your exclusive requirements on tires for the Merkel Motor Wheel.

As this is a stock tire with us, it being our 26 x 2" Corrugated Motor-Bike Tire, we will have no difficulty in beginning deliveries in April as requested.

We predict that the Merkel Motor Wheel will be a big seller and it will not surprise us if your chief difficulty is in supplying the demand.

We want to thank you for awarding us your contract on the tires and assure you that your requirements will have our very closest attention.

Very truly yours,
UNITED STATES TIRE COMPANY,
M. C. Stokes
Mgr. Bicycle and
Motorcycle Tire Dept.



HENDEE MANUFACTURING COMPANY
Indian Motocycles
SPRINGFIELD, MASS.

January 30, 1917.

Merkel Motor Wheel Co.,
1834 Broadway, New York City.

Gentlemen:

Receipt is hereby acknowledged of the agreement of Jan. 18, 1917, covering the manufacture of 5,000 Merkel Motor Units.

You can depend that the work will be pushed through with all possible haste, and deliveries as scheduled will be made during April, May, June, July and August of this year.

It may be of interest to you to know that notwithstanding the handicaps in securing materials of every description, we are making very satisfactory inroads, and if there is any way possible to make earlier deliveries than the April schedule, we are out to do it.

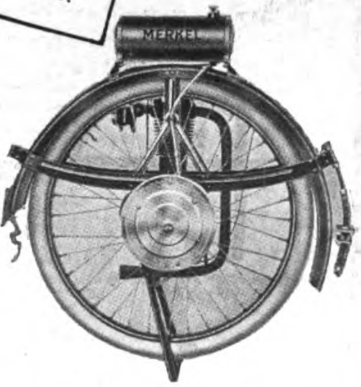
We thank you very much for awarding us the above contract, and firmly believe that it is simply a forerunner of establishing a very substantial business between us.

Very truly yours,
HENDEE MFG. CO.,

Treasurer.

the Bicycle's Rear Wheel

of every vehicle of transportation—
tive power to the millions of bicycles,
rogressive dealers.
tor, wonderfully smooth drive system
ncorporated in the flywheel magneto.
quest.



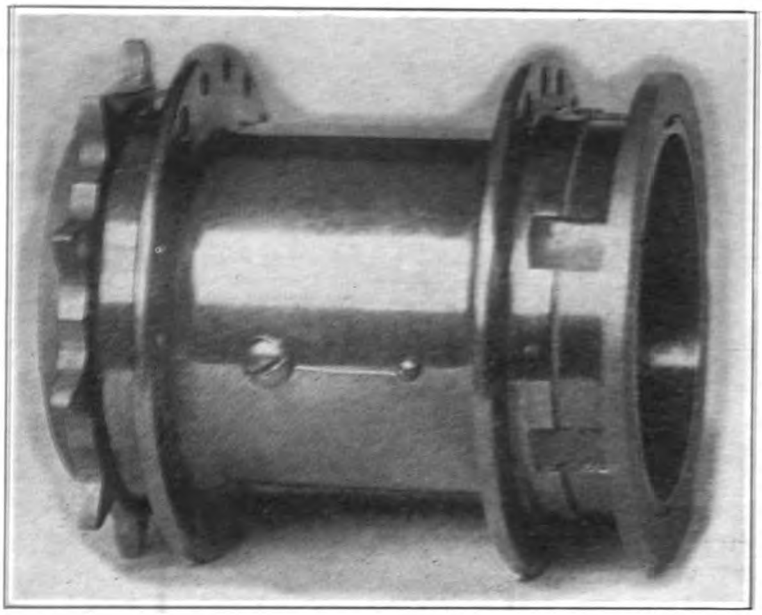
Right View of Complete Motor Wheel

l Company, Inc.

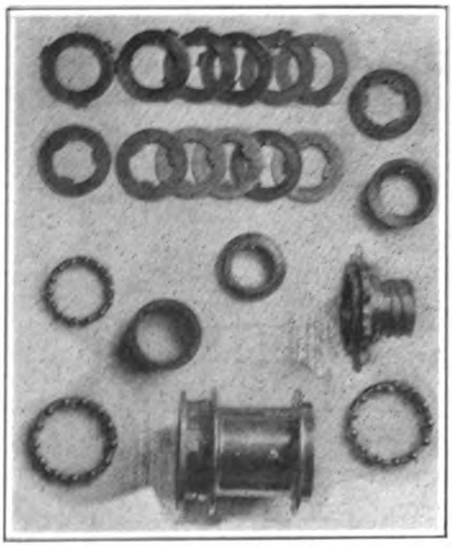
adway, New York City

ter, New York

THE MERKEL MOTOR-WHEEL



Brake Equipment Is ECLIPSE

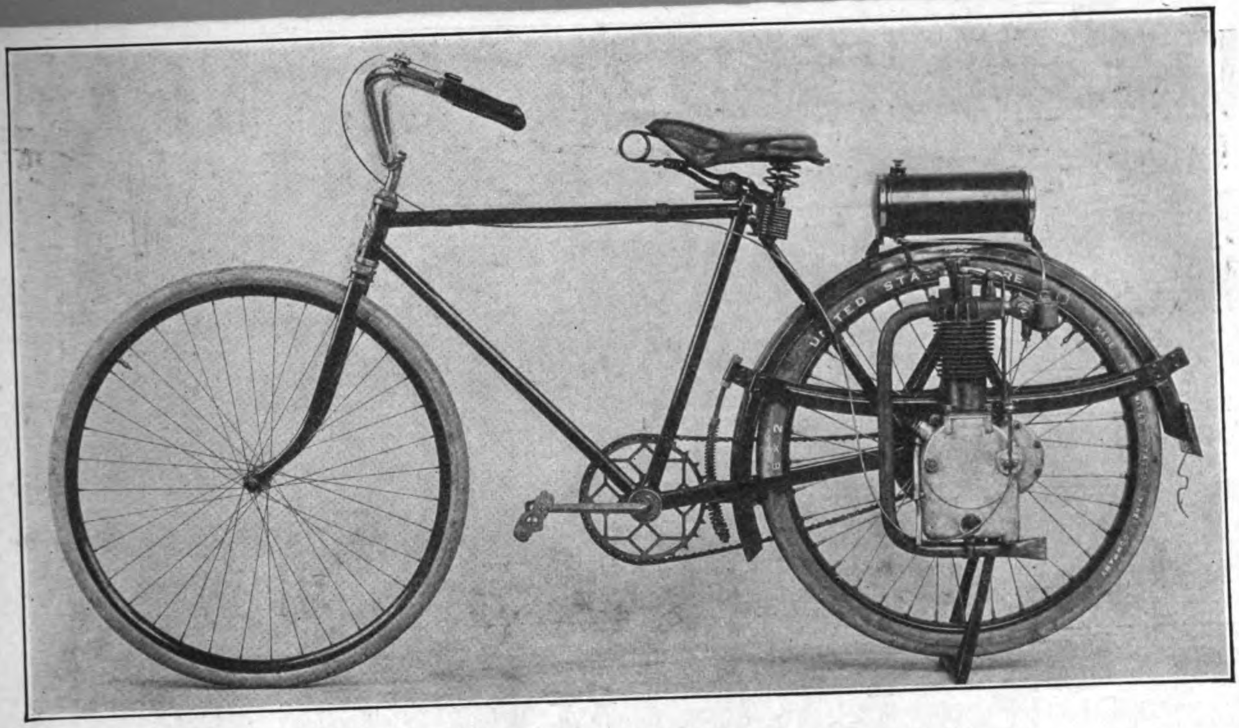


Designed to meet the special requirements and embodying a combination of the famous ECLIPSE Clutch and Brake features.

Manufactured by

Eclipse Machine Company

ELMIRA, NEW YORK



United States Tires To Be Used Exclusively On Merkel Motor Wheels

STILL *another proof* of the super-quality, construction, durability and service of United States Tires is forthcoming in the fact that all Merkel Motor Wheels will be equipped exclusively with 26x2 United States 'Corrugated' Motorbike Tires—the GOOD tires.

Prepare NOW to meet the demand that will follow, by laying in a liberal stock of 26x2 United States 'Corrugated' Motorbike Tires.

United States Tire Company
1790 BROADWAY, NEW YORK

NEW DEPARTURE BALL BEARINGS

American Made for American Trade

In the Merkel Motor Wheel New Departure Ball Bearings enable the motor to transmit its power to the rear wheel with almost no friction loss.

Because these same ball bearings are chosen for 80% of American motor car models you are assured of perfect performance.

New Departure Ball Bearings and New Departure Coaster Brakes are supreme in their respective fields.

THE NEW DEPARTURE MFG. CO.
Conrad Patent Licensee
Bristol Connecticut

Splitdorf Flywheel Magneto

A Combination Lighting and Ignition System

The pre-eminence of Splitdorf prestige and the predominance of Splitdorf performance were the contributing factors that led to the adoption of the Splitdorf Magneto for the Merkel Motor Wheel.

To the finished perfection of Splitdorf construction was added the wizardry of Merkel adaption, thus assuring for the Merkel Motor Wheel a positive and dependable ignition and lighting system.

The Splitdorf Flywheel Magneto is of the permanent magnet, high tension type, enclosed and dustproof. It is one of the outstanding features that makes the Merkel Motor Wheel the

BEST BUY FOR THE BICYCLE

SPLITDORF ELECTRICAL COMPANY

NEWARK NEW JERSEY

GOES TO ROCHESTER WITH THE CYCLEMOTOR

Sales Manager A. C. Rice

RICE TO HANDLE CYCLEMOTOR SALES

Elmira Man With Broad Experience and Wide Acquaintance Goes to Rochester Concern March 15—With Eclipse 11 Years

ROCHESTER, N. Y., Feb. 26.—A. C. "Gus" Rice has severed his connections with the Eclipse Machine Co., of Elmira, and shifted his headquarters to Rochester, where he will have entire management of the sales end of business of the Cyclemotor Corp., maker of Cyclemotor power attachments for bicycles.

If there is a man in the trade better fitted to take hold of the Cyclemotor sales reins at this time his name does not occur to those who have the personnel of the two-wheeler field at their finger trips. For the past eleven years Rice has been identified with the Elmira parts maker, having had, during the past three years, entire charge of the sales of Eclipse clutches, hubs, brakes and other two-wheeler fitments as well as the Eclipse-Bendix drive for automobile starters.

Prior to that time Rice traveled extensively for the Eclipse folk and gathered an intimacy with cycle trade conditions and rallied to his side a host of friends that cannot fail of standing him in good stead in his new post.

Rice will undertake his new duties on the fifteenth of the coming month. He takes up the reins at a period when business is brisk and with a sales force behind him that is stepping lively to keep up with the rush of Spring business.

CHAMPION ARRAY

Unique Exhibit Staged in Office Building During Toledo Show.

TOLEDO, Ohio.—During the automobile show week in Toledo, Champion spark plugs were displayed in the lobby of one of Toledo's most prominent office buildings as well as at the show itself.

This exhibit attracted much attention owing to its unique arrangement and the character of the material displayed. For the object of this display was more than mere publicity. It was designed to show just how Champion Spark Plugs are made and how Champion advertising in *The Saturday Evening Post, Collier's Weekly, Literary Digest, Popular Mechanics,* **Motor Cycle Illustrated** and other national mediums are educating motorists to buy better spark plugs.

Perhaps the most interesting part of the exhibit was the large cabinet showing the metal and porcelain parts of a plug and each step in the making of these. This clearly demonstrated the great amount of skill and scientific research that is necessary to produce a quality plug.

ATTRACTIVE MOSSBERG CATALOG

ATTLEBORO, Mass., Feb. 26.—There are 224 pages of tool information in the 1917 edition of the wrench catalog of the Frank Mossberg Co. The booklet, which, as usual, is gotten up in the best of style and well illustrated, is printed on heavy colored paper and should be in the possession of every cycle dealer. Copies can be had for the asking.

GOODRICH BRANCH IN WHEELING

WHEELING, W. Va., Feb. 26.—The B. F. Goodrich Co. has opened a Wheeling branch. The local Goodrich depot will be in charge of R. N. Grove and J. P. Hanley.

DAVIDSON IN SYDNEY

Harley-Davidson Salesmanager Witnesses Demonstration in Hawaii

MILWAUKEE, Wis.—The Harley-Davidson Motor Co. has received a cablegram from Sales Manager Arthur Davidson, dated Sydney, Australia, indicating the safe arrival of Mr. and Mrs. Davidson at their port of destination.

Almost coincident with the arrival of the cablegram came a letter to President Walter Davidson from the sales manager, which was sent from Honolulu. In it Arthur Davidson related a tale of the excitement that possessed the inhabitants of our Pacific Island possession when news arrived of the break with Germany, and several of the interned German boats lying in the harbor were set afire by their crews.

TALE OF WELL-BUILT LIGHTWEIGHT

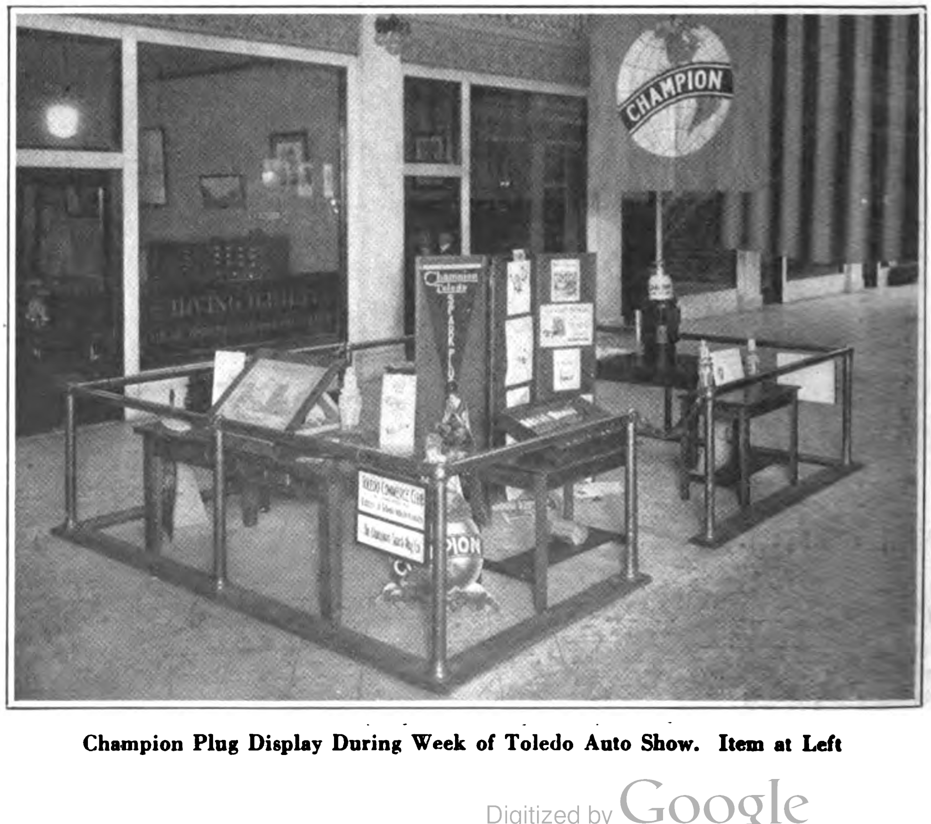
WESTFIELD, Mass.—Indicative of the sort of stuff that is put into Pope motorcycles is the experience of John Balagna, Pope dealer of Farrington, Ill. Balagna owns a model H Pope of the vintage of 1911, which is still running, and running so well that he was arrested a couple of weeks ago on a charge of making 46 miles an hour, despite the fact that the machine was minus two piston rings. The experience cost Balagna $6.80 in fines, and he considers himself lucky that the piston was not fully "ringed."

PENNSYLVANIA RUBBER EXTENSION

JEANNETTE, Pa.—The Pennsylvania Rubber Co. now has under way an addition to its shipping department. It has been found necessary to double the capacity of the department in order to keep abreast of the heavy demands being made upon the company for its tires.

NEW JOB FOR WILSON

AKRON, O.—R. S. Wilson, who for some time past has been manager of the service department of the Goodyear Tire & Rubber Co., has been made manager of the company's motor truck tire department. G. E. Brunner, his assistant, succeeds him.



Champion Plug Display During Week of Toledo Auto Show. Item at Left

PERKINS TAKES UP M. & A. T. A. DUTIES

New Secretary and Manager of the Motorcycle Trade Body Now on Inspection Tour of Motorcycle Factories

Donald G. Perkins

NEW YORK, Feb. 26.—Donald G. Perkins, the new secretary and manager of the Motorcycle and Allied Trades Association, has taken up his new duties this week, the first step in his campaign being a tour of the various plants of the members of the association, which will occupy him for from six to eight weeks. At present Mr. Perkins is inspecting the plant of the Hendee Manufacturing Company in Springfield, Mass., where he plans to spend a week. After completing his general tour of the plants he will make his headquarters in New York City.

Mr. Perkins comes to the motorcycle trade as a stranger, his previous broad business experience having been along entirely different lines. He was born in Norwich, Conn., in 1881, where he was educated in the public schools, later attending Phillips-Exeter Academy. On completing his studies he became connected with the New York office of the Fleischmann Yeast Company. After spending some time in that business, he opened a brokerage office of his own in Manchester, N. H., which he later disposed of in order to accept an excellent opening with the National Credit Office, in New York City. Ultimately he worked into the promoting business in New York City, and was behind several projects which were floated with unusual success. He was still engaged in this line of business when he was selected from among many candidates to occupy his present position, in which his familiarity with promotion methods will undoubtedly be of great service.

Although Mr. Perkins has not, up to this time, become a motorcycle rider himself, he will undoubtedly prove one of the most ardent of motorcycle enthusiasts, as he is a follower of almost every prominent branch of outdoor sport. He has long been a motor enthusiast and has complemented that sport with horseback riding and general outdoor sports. He has long been a follower of the strenuous sport of riding to the hounds and has engaged in innumerable other sports which make him an all-round sportsman in every sense of the word.

Mr. Perkins' home is in Westport, Conn. He is married and has one son.

CLEAN UP IN SYDNEY

Harley-Davidson Riders Take Big Honors in Christchurch Carnival

MILWAUKEE, Wis.—From Bennett & Wood, Harley-Davidson dealers at Sydney, Australia, comes the news that Mangham, on a Harley-Davidson machine, captured the 15 mile Australian heavyweight championship title in 14 minutes and 22 seconds over a grass track. The affair was one of the events in the Christchurch motor carnival.

In the 15 mile relay race between north and south island riders the Harley-Davidsons also took first place, while in the 10 mile heavyweight handicap contest first and second places went to Harley-Davidson riders. The races were well filled with riders of all makes of machines.

WARNS 'EM ONCE

New York's Police Department Will Jump Hard on Second Time Speeders

NEW YORK, Feb. 26.—The Police Department has adopted an entirely new method of dealing with speeders on the city streets. That the plan is a good one and is working wonders in the way of curbing the speed enthusiasts was made plain by Commissioner Arthur Woods at a luncheon yesterday.

The plan is simply to warn the speeders on their first violation and to summons them on their second and third violations and hold them accountable at that time for previous breaches of the speed ordinances. Commissioner Woods pointed out that since its inauguration the daily arrests have been reduced from 40 to two.

SACRAMENTO SPORTS

Farrett Heads Capital City Competition Committee; Program Planned

SACRAMENTO, Cal.—Elmer Farrett was elected to head the competition committee of the Capital City M. C. at a meeting of the committee which is planning a record-breaking sports campaign for the coming season. H. A. Ten Bosch was chosen secretary of the committee.

The committee plans to open the racing season late in May or early in June, and if the track cannot be secured the season's events will be staged over at Woodland or Marysville, providing the club can make arrangements for transportation facilities. A series of endurance and sociability runs, as well as some mixed motorcycle and bicycle meets, are also in contemplation.

CAREFUL THERE!

Little Rhody Says You Can't Sue If You Damage Machine on Bad Roads

PROVIDENCE, R. I., Feb. 13.—A new phase of the State Roads question has been opened by a recent decision of the Supreme Court of this state. Hereafter it behooves the operator of any motor vehicle to be even more careful how he damages his machine on a state road, for as the state cannot be sued for any damages he sustains on a road included in the state road's system means a personal loss for him, or for the insurance company carrying the risk.

Under former conditions it was possible to sue and recover damages against a town or city maintaining that portion of road on which the accident occurred.

The section of the decision which will be of interest to motorcyclists is that "all state roads are not perfect, nor, in fact, anywhere near perfect.

BOLIVIAN VISITOR

Virginio Cattoretti, Indian Dealer, Visits Hendee Plant

SPRINGFIELD, Mass., Feb. 26.—Virginio Cattoretti, Indian agent for Bolivia, spent several days during the past week visiting the plant of the Hendee Mfg. Co., in Springfield, Mass., familiarizing himself with the company's methods of manufacture and distribution. Mr. Cattoretti, who is also the Bolivia representative for several other American manufacturers, has just completed a tour across the United States, stopping in San Francisco, Chicago, Racine and other cities.

He states that the prospects for motorcycle business in Bolivia at present are very rosy, and adds that he has been greatly pleased by everything he has seen of the plants and methods of American manufacturers. It is his opinion that America is destined to do a heavy motorcycle business in Bolivia.

Virginio Cattoretti

THEY'VE PLEDGED THEMSELVES TO UNCLE SAM

HOTTMANN RESTAURANT
QUALITY TOBACCO

Members of Wheeling, W. Va., M. C., Who Are Training for Military Motorcycle Service

FIRESTONE LAUNCHES COOPERATIVE PLAN

Record Breaking Broad Gauge Dealer's Aid Policy Outlined in February House Organ; Based on Careful Study of Needs

AKRON, O.—In the February issue of the *Firestone*, the house organ of the Firestone Tire & Rubber Co., is launched a broad-gauged dealers' cooperative campaign that, while not focused directly on the cycle dealer, cannot fail to prove helpful and interesting to the man who handles only the two-wheeler tires.

The big point in the Firestone dealers' aid program is the fact that it is based on a thorough study of the individual dealer's business. The moves recommended to him and the material aids with which he is supplied being determined in accordance with the expert judgment of his needs.

The program itself includes the usual elements, such as a house organ for consumers, road signs, calendars, match books, literature concerning the Firestone products and newspaper advertising. Dealers are advised to hold their appropriations down to a selection of these items. Others, however, will be provided if desired, including a variety of novelties, movie reels and other advertising and publicity aids of an effective sort.

To identify the dealer with the goods and strengthen his business standing, the local distributor's name is to be featured prominently in all display matter, on the theory that the manufacturer cannot thrive except on a foundation of dealer prosperity and that dealer prosperity is based on the broadening out of the dealer's reputation. As a means of affording the distributor the advantages of the company's centralized and highly trained advertising department, however, the campaign is mapped out by the company itself. In sending in particulars of their requirements for literature and other helps for the coming year, therefore, the dealers will also place on record such information concerning their business as will enable the program, as relates to themselves, to be shaped in the most direct and skilful manner. Incidentally the dealer business analysis that is the first step in applying the plan will afford the company a highly useful fund of information as to how their dealers live and in what ways their business needs development in order that its balance be properly maintained as growth occurs. The campaign is one of the most comprehensive of the kind ever started.

CYCLEMOTOR BUSINESS

Adams and Bell Line Up Trade in South —Perrin's Campaign.

ROCHESTER, N. Y., Feb. 26.—O. W. Adams, of the Cyclemotor sales staff, is winding up a most successful Southern trip which he has made in conjunction with E. L. Bell, of the sales staff of Johnson & Meyer Co., Memphis, Tenn.

They have appointed the following Cyclemotor dealers in the territory: C. C. Sykes, Anniston, Ala.; Gadsden Cycle Co., Gadsden, Ala.; C. J. O'Neil, Savannah, Ga.; J. L. Caldwell, Atlanta, Ga.; E. T. Lancaster, Palatka, Fla.; Read's Bicycle Shop, New Symrna, Fla.; Chas. Nusbaum, Dayton, Fla.; Busy Bee Bicycle Business, West Palm Beach, Fla.

A telegraphic order has just been received from the Miami Cycle Co., Miami, Fla., which is again taking on the Cyclemotor after winding up a brisk and profitable 1916 season.

The eight piece sales booster campaign being conducted by Advertising Manager E. R. Perrin is pulling excellent returns and is laying a fertile foundation for the big Spring drive that Salesmanager Rice is sure to convert into the biggest business ever.

BILLINGS & SPENCER ELECTION

HARTFORD, Conn.—At the annual meeting of the Billings & Spencer Co. of Hartford, held Tuesday, February 20, the officers were re-elected. The staff remains as follows: C. E. Billings, president; F. C. Billings, vice-president; Lewis D. Parker, treasurer; E. H. Stocker, secretary; F. H. Stocker, assistant secretary and treasurer.

What's Ahead of Us

March 4.—Bakersfield, Cal., hill climb; the Bakersfield M. C. on Tice's Hill.

March 11, Newark, N. J.—One hundred mile non-stop contest of the New Jersey M. C. for sidecars only.

March 18.—Moundsville, W. Va.; annual endurance run of the Moundsville M. C. to Zanesville, O., and return.

March 21-24, Milwaukee, Wis.—Motor Power Show promoted by the Milwaukee M. C.

March 22-24.—Indianapolis, Ind.—Third annual cycle show of Indiana Cycle Association in Tomlinson Hall.

May 10, Uniontown, Pa.—Race meet on speedway, auspices of Speedway Association.

May 13.—Bronx, N. Y.; third annual endurance run Crotona M. C., to Monticello and return; rain or shine.

May 30, Los Angeles, Cal.: annual endurance run of the Los Angeles M. C. to San Francisco and return.

May 30, Newark, N. J.—Tenth annual endurance run of the New Jersey M. C.; 320 miles in 16 hours of continuous riding.

June 10.—F. A. M. run in this section starting from Yonkers, N. Y., Poughkeepsie and Albany; promoted by Commissioner George Ellis.

June 16-17.—Worcester, Mass.: sixth annual twenty-four-hour endurance run of the Worcester M. C.

June 16-17.—Milwaukee, Wis.: fifth annual goodfellowship tour, Milwaukee M. C.

June 16-17 — Gypsy tours, starting points and routes to be announced later. Promoted by Motorcycle and Allied Trades Association. Information from Lacy Crolius, c/o Harley-Davidson Motor Co., Milwaukee, Wis.

July 1, 2, 3.—Grand Rapids, Mich.; tour of the Jack Pines, annual endurance run of the Grand Rapids M. C.

July 4, Uniontown, Pa.—One hundred lap race, 112 miles, for motorcycles, at speedway.

Sept. 3, Uniontown, Pa.—Race meet at speedway ,auspices of Speedway Association.

NEWS GALORE FROM MERKEL PLANT

Hoppe Becomes Vice-President and Production Manager—Plant Located at Rochester—Lighting System Added to Wheel

NEW YORK, Feb. 26.—That R. A. Hoppe has joined the Merkel Motor Wheel organization; that the concern has located an assembly plant, fitted it up, and is now busily engaged in getting settled in it; and that the Merkel Motor Wheel attachment for bicycles has been made an even more complete and attractive bicycle power attachment than when first announced by the addition of a self-contained electric lighting system of the generator type, is a summary of the news passed out from the Merkel offices today by Sales Manager Walter W. Shoemaker.

Hoppe has for the past several years been identified with the production end of the business of the American Ever-Ready Co., of Long Island City, manufacturers of the Auto-ped, which it will be remembered Merkel developed from a crudity into a practical vehicle, which at the present time is making noticeable headway. It was while engaged in developing this vehicle that Merkel met Hoppe, and the friendship and respect that the several months' of association fostered have resulted in Hoppe casting his lot with the Merkel organization in the capacity of Vice President, in charge of production.

Rochester has been chosen as the ideal spot for the location of the Merkel assembling plant. The plant itself is a brand new, thoroughly modern fireproof building of concrete and steel construction, affording a floor space 100 by 150 feet, with every convenience even to a railroad siding entering directly on to the company's property.

The mechanics are now busy getting things in ship shape order, and Merkel and Hoppe are scheduled to leave New York this week to take up their permanent location at the plant. Whether or no the office in the Circle Building here will be discontinued is a matter that has not as yet been decided. However, the principal office of the company will be located in Rochester, and there Sales Manager Shoemaker will make his headquarters.

In providing the additional convenience that comes with the electric lighting system, the construction of the Merkel motor wheel has been altered but slightly and the outside appearance not at all. It will be remembered that one of the features of the wheel was the use of a magneto of the "built-in-the-flywheel" type. It was but a short step from this device to the provision of a "built-in-the-flywheel" generator in combination with the magneto, and Merkel, working in conjunction with electrical experts from the Splitdorf Electrical Company's laboratory, took that step.

While the details of the device have not as yet been disclosed, it is understood that it is simplicity itself, with a minimum of moving parts, and absolutely nothing to get out of order or give the slightest trouble. At the same time the generator provides ample current to light a liberally sized headlight and also a tail light.

R. A. Hoppe

The well-known concerns which have undertaken the production of the various units which go to make up the completed Merkel Motor Wheel have all written to Sales Manager Shoemaker promising deliveries before the first of April so that the Merkel folk are in turn quite able to promise deliveries by the middle of April, with every prospect of being able to stick to their program.

MAKING A RECRUIT

(Continued from page 11)

last?" for I knew he kept track of that sort of thing.

"About 1,200—1,500 miles on the average," he said, "I pick up so many little pieces of glass on the paved streets that they don't last very long, they go pretty fast."

"And do you think the lightweight too costly on tires when they'll give 5,000 miles a pair, and likely more if you stay on the pavements as you do with your bike—four times as much as bike tires?"

"But they cost more."

"Not four times as much," said I, and stopped that argument.

"Then it costs so much to run one," Steve went on, "with gas so high."

"One gallon is good for 75 to 100 miles," I answered, "and at 75 miles and 25 cents a gallon, it's one-third of a cent a mile. The trolley company would have to carry you fifteen miles for a nickel to equal that. Would they do it?"

"I see them doing it," admitted Steve with a grin. "But, seriously, I've been told that you could only make about 25 to 30 miles on a gallon sometimes with big machines. Why does a lightweight do so much better?"

"Quoting your speedster acquaintance again, eh? Well, he probably couldn't do much better. Here's the reason. In the first place big twins, ridden solo, will average around 50 instead of 30 miles per gal. The lightweight does better because of the smaller engine; partly because it can't draw in such a large charge of gas at a time, but more particularly because of something else. The nearer you come to running an engine at full load the higher its efficiency will be,—that is, the larger becomes the proportion which is turned into work, of the heat value of the fuel used.

"Now at low and medium speeds it takes very little more power to operate a big twin on a level road than to run a lightweight; say it takes about two horsepower for either on the open road at thirty miles an hour. The twin motor, however, at full load might develop 14 horsepower and the lightweight engine 4 horsepower, so the twin is operating at about 14 per cent. load, which is very inefficient, while the lightweight is running at 50 per cent. load, which is a fairly efficient output rate."

"I see, I see," quoth Steve. "I reckon Alice (that's his sister, you know), could handle it too from what you say. I'll certainly have to think the matter over."

"She can," said I, "but don't think,—act. It's worth fifty thinks right now." (For I knew I had him and I didn't want him to get away.) "Just remember that machines are about as scarce as hen's teeth and equally hard to get in these days of freight congestion and war prices for raw materials. There's just one lightweight left down at Morton's, or there was when I came by this noon. Maybe it isn't sold yet. Jump on the back of my boat and we'll run down and see."

"Well, Steve jumped, and in fifteen minutes he owned a machine of his own, so now we can chum around together again as we used to. And do you know, another fellow came in to buy that same lightweight before Steve had it out of the store, but he'll have to wait for the next shipment."

CONTINENTAL CAMPAIGN

Erie Tire Maker Working to Link Up Retail Trade with National Advertising

ERIE, Pa., Feb. 26.—The Continental Rubber Works, maker of Vitalic, Brigadier and Endure bicycle tires and other rubber specialties, has inaugurated a country-wide sales campaign covering these three grades of bicycle tires. In this connection personal letters are being sent out to thousands of bicycle dealers calling their attention to a national advertising campaign to be launched in the March magazines that is bound to bring results to dealers handling the Continental line provided they link their local advertising and window displays up with the factory campaign.

A neat little six page folder, done in lavendar and black, and bringing home forcibly the features that enter into the construction of the three Continental tires, accompanies the letter.

INDIAN FOR FIRE DEPARTMENT

TAYLOR, Tex.—The City Council of Taylor has just purchased an electrically-equipped, twin Indian motorcycle, with side-car attached, for the Fire Chief.

California Bulletins

LOS ANGELES BITS

Passmore & Sayre Redecorate; Rubsch Ill; Local Indian Day

LOS ANGELES, Cal.—Passmore & Sayre, Harley-Davidson dealers, believe in having things correspond. They are therefore re-decorating their store in the Harley-Davidson olive drab color.

George Rubsch of The Pacific Motor Supply Company's sales staff, is down and out with a case of mumps.

The Pacific Motor Supply Co. staged the most successful Indian day celebration it has yet had on Washington's birthday, February 22. The store was crowded from morning until night.

ZIMMERLIN BACK ON THE JOB

SAN FRANCISCO.—J. Zimmerlin of Zimmerlin Brothers is recovering rapidly from a recent injury to his foot, and is now able to navigate on crutches.

FREED IN SAN JOAQUIN VALLEY

SAN FRANCISCO.—A. Freed of the Pacific Motorcycle Supply Co. has returned from a tour of the San Joaquin Valley, on which he visited a great many Indian dealers. "Everybody is confident and happy," says Freed, "and the outlook for lively business has never been better."

SIXTH CARLOAD ORDERED

SAN FRANCISCO.—The Appeal Mfg. & Jobbing Co. has received its fifth carload of Harley-Davidson motorcycles, and has placed an order for the sixth car, with instructions that it be hustled to the Pacific Coast with all possible celerity. Mr. Fraser of the Appeal company reports unusually active business in sidecars.

RODE HIS NEW MACHINE HOME

SAN FRANCISCO.—Mr. Williams of Johnson's Cyclery, Modesto, was in San Francisco a few days ago for the purpose of acquiring a 1917 Harley-Davidson outfit for his own use. He rode his new mount back to Modesto.

ELECTRIC EQUIPMENT IN DEMAND

SAN FRANCISCO.—Ed. Loudenclous of the Motorcycle Sales Co. reports a rapidly increasing demand for electrically-equipped motorcycles, stating that nearly every machine sold of late has been of that character. Two Hendersons thus equipped were placed last week.

LINE UP RIDER WARRIORS

GRAND RAPIDS, Mich., Feb. 26.—Practically all of the 48 members of the Grand Rapids Motorcycle Club have signified their intention of joining Volunteer Motorcycle Company No. 1, the first to be organized in the United States. The idea was promoted here by Ransom E. Heth, Jr., one of the best endurance riders in the country and manager of the Howard Ferguson Indian agency.

The company has not yet been formally organized, but it is expected that a meeting will be called soon.

REGISTERING OHIO MOTORCYCLES

COLUMBUS, Ohio.—Registration for 1917 motorcycles has been started by the Ohio Automobile Department, which also has charge of licensing motorcycles. Many of the motorcycles are kept in service during the entire winter and the State law provides that they carry 1917 tags after January 1.

TRAFFIC COPS LEAD GRAND MARCH

SAN FRANCISCO.—A squad of traffic police on motorcycles preceded Mayor and Mrs. Rolph in the grand march which featured the annual policemen's ball in the Exposition Auditorium. Motorcycles of several makes were represented.

MORE READINGS FOR GAS CO.

PHILADELPHIA, Pa.—The United Gas Improvement Co. recently placed an order for eight regular and fifteen electrically-equipped Reading Standard motorcycles, the business being handled through W. G. Rhodes, R-S distributor for Philadelphia and vicinity. The United Gas Company has a large number of R-S machines in its service department which are used every day in the year.

SHOGREN BUCKING BAD ROADS

PROVIDENCE, R. I., Feb. 24.—Fred Shogren, former captain of the Providence M. C., is having his trials and tribulations with the roads of the Southland, according to a letter received from him by John Edwards, secretary to B. A. Swenson.

Fred left here last fall for Florida, shipping his machine by boat. He intended to tour Florida and nearby States and then return by boat. He changed his mind, however, and decided to ride back. With road conditions as they are, he says he hopes to land here by St. Patrick's day.

ANOTHER BOOSTER ENLISTED

GRAND RAPIDS, Mich., Feb. 26.—Paul J. Bailey, of Detroit, sales manager of the Henderson Motorcycle Company, is now a member of the Grand Rapids M. C. and has been appointed on the committee in charge of the "Tour of the Jack Pines."

TEACHERS USE MOTOR WHEEL

MILWAUKEE, Wis., Jan. 2.—School teachers throughout the country are finding out the practicability of the Smith Motor Wheel. The A. O. Smith Co., makers of the product, have had many letters from school teachers telling of the aid given them in getting to and from school. Mr. Elmer L. Luck, a teacher in the Edmonton (Canada) schools, says, "Besides getting to school in quick time, I find that my brisk ride makes me feel fresh and ready to tackle the day's work with renewed vim."

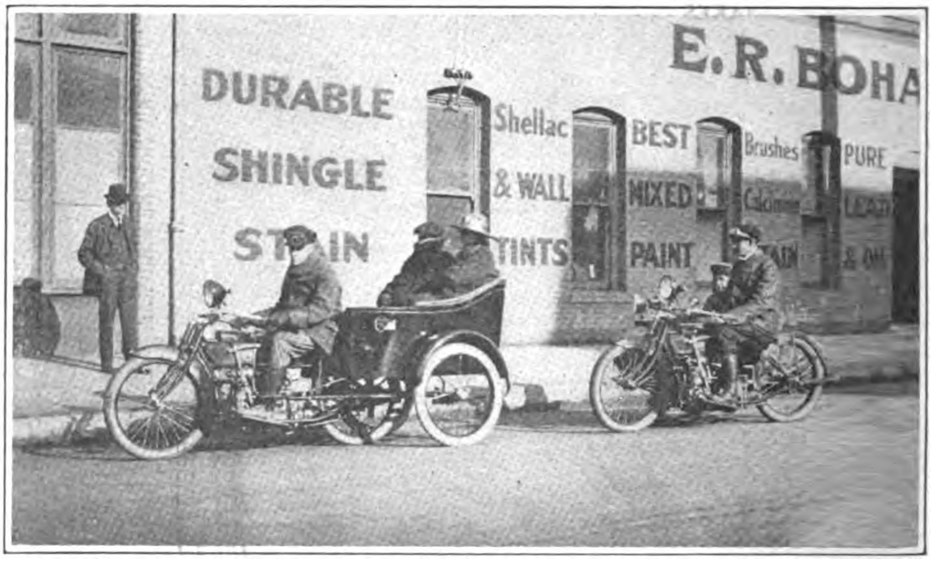
DAYTON "IN" ON GAS SITUATION

DAYTON, O.—Dayton—that is, the Dayton city government—was more or less fortunate in having been tied up to the Standard Oil Co. throughout the greater part of 1916 with a contract that called for the delivery of gasoline according to the city's needs at 9 cents a gallon; during the greater part of the year other users of the fuel were paying as high as 23 cents for gas. This year, the contracts having expired, the city is under contract to get its gas at a price 2 cents a gallon less than the prevailing rate.

NEW THOR AGENCY IN CHICO

CHICO, Cal.—F. R. Livingstone has opened a new motorcycle shop in Chico and has taken the Thor agency. In addition to carrying a full line of accessories, he will operate an up-to-date repair shop.

THIS RIDER MIXES SPEED AND BUSINESS



Roy Artley, of the Henderson Motorcycle Sales Co., Los Angeles, Cal., and a Record Breaker, Demonstrating With the Aid of a Cygnet Rear Car

Canadian Letter

BRANTFORD MEETING

Dealers of Central Ontario Enjoy Banquet and Organize Association

BRANTFORD, Ont.—At an enthusiastic and representative convention of the bicycle trade of Central Ontario, held in the Kerby House, Brantford, the decision was reached to form the Brantford Bicycle Dealers' Association, with W. G. Hawthorne of Brantford as president and E. T. McCubbin, 332 Colborne street, Brantford, secretary-treasurer.

Members of the trade from Toronto, Weston, Hamilton and Paris were also present and many ideas were exchanged in the numerous speeches which followed a banquet. Plans were discussed for the coming Spring Bicycle Show week, March 31 to April 7, and arrangements were made for co-operative efforts among the dealers of the various cities represented. It was decided to admit the bicycle dealers of Paris to membership in the new Brantford association.

The next big trade meeting will be held at Hamilton on March 6, when the dealers of various cities in this district will be present, it is expected to go more deeply into plans for the coming season.

DIXON AGENTS IN MONTREAL

MONTREAL, Que.—The Canadian Asbestos Co., Montreal, has been made sole Canadian agent for the Joseph Dixon Crucible Co. of Jersey City.

PREPARE FOR BUSY SEASON

OTTAWA, Ont.—Ouellette & Bourne, the long established Ottawa dealers, have enlarged and improved their store premises on Rideau street in anticipation of a big business this year. They have added to the service equipment and have installed show cases and other fixtures, as well as having increased their display facilities.

TREADGOLD MAKES IMPROVEMENTS

KINGSTON, Ont.—A. E. Treadgold of the Treadgold Sporting Goods Co., Kingston, one of the pioneer motorcycle and bicycle dealers of Canada, has made a number of improvements in his large store which will make it still more in keeping with the high-class trade secured.

HALL OPENS NEW STORE

REGINA, Sask.—J. Hall, the well-known motorcycle and bicycle dealer of Regina, has just opened handsome new premises here. Hall has a wide circle of business acquaintances in both western and eastern Canada, as he was formerly a member of the trade in Toronto. He handles the Excelsior motorcycle, Cleveland bicycle and Smith Motor Wheel.

BELLEVILLE'S BUSY TEAM

BELLEVILLE, Ont.—The two members of the firm of Lewis & Hobson, Belleville, bicycle dealers, have been having an interesting time of it, one way or another. Chris. Lewis was one of the first to enlist with Canada's fighting forces and served as a despatch rider in France for a considerable time. He was invalided out of the army and returned to his business here. Hobson, his partner, has now gone to the firing line, leaving Lewis in charge of the store. Lewis has ordered rather a large stock of bicycles for 1917 and has also taken an agency for the Smith Flyer.

ST. ONGE BUSY AGAIN

Veteran Traveler Enlivens Toronto Trade Circles with Aid of Smith Flyer

TORONTO, Ont.—A traveling salesman who stirred up the Toronto trade generally during the week ending February 24 was Fred St. Onge, representing A. E. Bregent, the Montreal jobber. St. Onge introduced the Smith Flyer during the week and wherever he went with the "buckboard" considerable excitement was created. Announcement has been made that the Overland Sales Co., Ltd., Richmond street west, Toronto, has taken an agency for the Flyer.

During the previous week St. Onge covered a lot of territory in eastern Ontario, calling on the trade in Cornwall, Morrisburg, Kingston, Belleville, Trenton and Peterboro, in each of which places he demonstrated the Smith Flyer despite snow or slush. St. Onge closed with dealers at each town for the Smith Flyer, the Smith Motor Wheel or Pope bicycles, as well as various accessories.

St. Onge is on his third trip across the continent inside of a year. He expects to visit forty-five Ontario towns from February 12 to April 1 and he will start for the Canadian West about April 10—after the holding of the spring bicycle sales campaign.

A. E. Bregent has also sent out two other travelers from his Montreal headquarters. R. M. Cageney has been making the rounds of Quebec, particularly through the French-speaking districts. Mr. Rosenthal, formerly of the Dominion Cycle Co., Montreal, has also gone to the Maritime Provinces for Bregent.

HIGGINS & LEE EXPANSION

MONTREAL, Que.—Higgins & Lee, Montreal, distributors of Firestone tires in the Province of Quebec, have extended their business by the establishment of an accessory department in which motorcycle and bicycle requisites are sold.

MAINTAINING COLORADO'S ROADS

DENVER, Colo.—The state and Jefferson county have appropriated $10,000 for the upkeep of the Morrison road this year. This road is one of the most heavily trafficked during the summer months of any in the state—it runs from Denver to Morrison, a mountain summer resort. There are hundreds of motor tourists from other states that make use of the Morrison road each year.

HANSON COMES BACK

Kansas City Man Opens Accessory and Parts Jobbing Business

KANSAS CITY, Mo., Feb. 22.—Albert Hanson has opened an accessory and parts business at 212 Shukert Building. Hanson is carrying a complete line of motorcycle parts and accessories for all makes of machines and is actively jobbing the lines throughout the Western Missouri and entire Kansas territory. Hanson is the son of the late Charles Hanson, who for many years held the Indian motorcycle agency at Kansas City and was actively connected with the business of his father. Hanson announces that his catalog which is now in the hands of the printer, will be ready for distribution within a week.

CONVICT ROAD BUILDERS

Department of Agriculture Report Shows Marked Increase in System

WASHINGTON, D. C.—A steady decrease since 1885 in the proportion of convicts in the United States employed in miscellaneous work under lease and contract and a marked increase in the proportion employed for the benefit of the State on highways and other public works are shown in statistics just published by the Office of Public Roads and Rural Engineering of the United States Department of Agriculture.

The employment of State convicts in road making, the report shows, first became general in the South in the early nineties. Such use of State convicts has been made by northern and western States, however, mostly during the last ten years.

STEELE TAKES DAYTON

Paterson Indian Man Will Also Handle Dayton Motor Bicycle

PATERSON, N. J.—John Steele, the local Indian dealer, has taken on the agency for the Dayton motor bicycle. Demonstrators are now on their way to Steele's new headquarters.

Charles B. Vaughn, who formerly handled a couple of heavyweight motorcycles along with sporting and athletic goods, but who dropped out of the motorcycle business, has started back by signing up to handle the Cyclemotor in this vicinity. Sales are going strong, especially to high school students, who have taken to the thing as a hobby.

CLUB ENROLLS 75 NEW MEMBERS

DENVER, Colo.—On Thursday evening of last week the Western Motorcycle club, of this city, held its first meeting of the year in its club rooms over the Western Supplies Co.'s store at 1448-52 Larimer st. The meeting was well attended and seventy-five new members were enrolled into the organization. At the next meeting, which is to be held in a day or so, officers will be appointed and dates for runs, picnics and sporting events will be set.

PATERSON M. C. STOPS PEARL RIVER

PATERSON, N. J.—The basket ball team of the Paterson M. C. cleaned up the Pearl River Five of Pearl River, N. Y., in an interesting game last week, 17-39.

Last Problem a Simple One

Practically All of the Contestants Were Able to Earn Two Points of Credit on the Puzzle Submitted by William Bauchelle, Jr.; Here's a New One by Rathbun and It's Very Practical

Perfect Scores Few and Far Between in This Contest

THAT last problem proved altogether too simple. Practically all of the boys came through with both answers correct and earned thereby two points on their scores.

The method of working it involves nothing more than a bit of multiplication and division; cancellation if you do not care to become involved in big figures. We are asked to find the distance traveled by the machine provided the piston travels 21.5 miles on its up and down strokes; gearing 4.25 to 1, and stroke 3.5 inches, rear wheel 28 inches.

Figuring Answers

Well, the number of revolutions the flywheel will make while the piston is churning up said 21.5 miles is the total distance traveled in inches divided by the complete travel at each stroke. That is:

$$R = \frac{21.5 \times 5{,}280 \times 12}{3.5 \times 2}$$

R in this case represents the revolutions of the crankshaft.

The machine is geared 4.25 to 1. If r represents the revolutions of the rear wheel, then we find how many times the rear wheel turns by dividing the answer to that equation by 4.25. But the distance traveled by the machine equals the revolutions of the wheel multiplied by its circumference divided by 5,280 x 12, the number of inches in a mile, to give the results in miles.

We get then as the complete expression of the milage traveled this equation:

$$\text{Distance traveled} = \frac{21.5 \times 5{,}280 \times 12 \times 3.1416 \times 28}{3.5 \times 2 \times 4.25 \times 5{,}280 \times 12}$$

which by cancellation give us as the answer to the first question, 63.571 miles.

The second answer is obtained by a similar course or reasoning. Multiplying the ¼ mile by 5,280 and by 12 we reduce it to inches; dividing by 55 we get travel in inches a second; multiplying by 60 we get travel in inches a minute; dividing by 7 we get revolutions of motor a minute; dividing by 4.25 we get revolutions of rear wheel a minute; multiplying by "pi" and by 28 we get rear wheel travel in inches a minute; dividing by 5,280 and 12 we get rear wheel travel in miles a minute; multiplying by 60 we get rear wheel travel in miles an hour. Thusly:

$$\text{Speed} = \frac{1 \times 5{,}280 \times 12 \times 60 \times 3.1416 \times 28 \times 60}{4 \times 55 \times 7 \times 4.25 \times 5{,}280 \times 12}$$

and this by cancellation reduces to 48.384 miles an hour.

Bruce J. Rathbun, of Orland, Ind., and incidentally the man who launched us on that butt or endless tube discussion, propounded the new puzzle and it is a very practical one indeed. A rider of a machine fitted with standard 3 x 28 tires has a speedometer that is absolutely accurate for that tire equipment with the tires hard. After he has traveled 5,000 miles and his shoes are well worn he decides to fit oversize shoes, 29 x 3¼ inches.

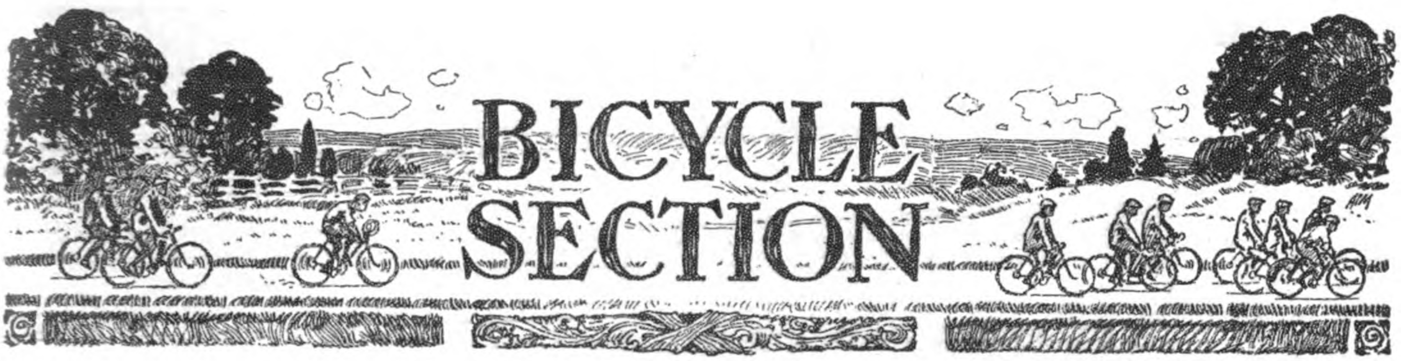
The New Questions

1. How fast is he actually traveling when his speedomter registers 30 miles an hour?
2. When his speedometer registers 10,000 miles of travel all told, what distance has he actually covered?

A glance at the score board will reveal the fact that perfect scores in this contest are few and far between. The problems offered by George Johnson and Bunny Paine caused the greatest slumps in the scores. However, there are many scores which even though they are not perfect, give ample proof that the men who were able to earn them are deep thinkers, for in this contest it is a notable achievement to win even a 50 per cent score.

FULL SCORES IN CONTEST BROUGHT UP TO DATE

"A. D."	4
Anderson, Emil W	1
Anderson, John	1
Archibald, Glenn	3
Armstrong, F. W	2
Baker, Colon	8
Bauchelle, Jr., Wm. M	5
Blackington, Donald D.	6
Bryan, Henry J	8
Campbell, T. E.	7
Card, Wm. A., Jr	5
Cattell, McKeen	6
Charlton, Robert L	6
Clare, W. H.	9
Coffield, R. E	3
Coddington, L. H	8
Cooper, Joseph	6
Counsell, M. N	2
Croft, Willard C	4
Darnell, R. C	4
Dean, Allyn W	8
Doherty, "Bill"	8
Eckhout, Bernard V	4
Enson, Mrs. P. H	6
Ernst, F. W	6
Eyster, Geo. H	6
Ferguson, C. L	1
Fix, Ray	2
Frechette, Frederick L	6
Gale, M. E	4
Gieselman, E. R	5
Gordon, Harold W	1
Grinna, Alex	10
Grone, Edward	13
Hallgren, Fred	2
Harriman, A. W	5
Harrison, Frank V	1
Hayden, Junior	14
Hedler, Frank P	4
Hetfield, Wesley R	8
Holmes, O. L	6
Holton, E. B	6
Hoyer, Paul	6
Huntington, F.	4
Jaquith, Chas. V.	3
Johnson, G. M	9
Latterman, "Tommee"	6
Lavallee, C. T	4
Leggett, T. J	8
Lemoge, S.	10
"Light Weight"	3
Lindich, J. P.	11
"Lone Subscriber"	1
Longley, Ralph E.	3
McLean, W. L.	10
McInnis, John	6
Mader, H. J	6
Marschenke, E. E.	1
Martin, Charles	4
Mead, Howard	5
Meagher, J. G	1
Meserve, Leon E.	3
Nudd, W. E.	8
Ohl, Ray F	4
"One of the Boys"	2
Paine, Bunny	13
Pike, J. R	0
Pugsley, J. E	6
Purcell, J. H.	2
Raedel, Mrs. J. H	4
Rathbun, Bruce J.	9
Reed, Howard	6
Richardson, Ray	2
Ridolf, J. F.	0
"Rosie"	4
Ryan Daniel	2
Salo, O. J	2
Schaeffer, Carl	6
Schwerdlfeger, Elmer A.	6
"Scrubby"	2
Serdinides, S.	1
"Slippery Slim"	2
Sobba, Joe	1
Spillane, Ed. O	1
Stocking, Ray	6
Story, William	12
Stump, Geo. A	4
Thompson, M. B	0
Towle, H. E.	12
Tracy, Willis E	0
Trumbauer, C. A.	11
Voth, P. H.	7
Wansleben, T. O	6
Watson, Ralph E	4
Weber, Louis J.	6
Wehmann, F.	2
Wesner, Harry C.	14
Whitton, E. F	5
Wimer, L. F.	9
Wittich, Fred W	4
Wohlers, Elmer	5
Wood, J. Harry	6
Wyatt, H. D	2
Yorke, Wm.	6



'FRISCO SIX-DAY RACE TO BE NOVEL

In Addition to the "Grind" the Promoters Plan to Stage a Combined Bicycle and Motorcycle Show

SAN FRANCISCO, Cal., Feb. 23.—After a lapse of about 20 years this city will have a six-day bicycle race. A race of this kind has been promised the local cycling fans on more than one occasion, but something always slipped up. Now that the majority of the contestants are bound West and will reach here on Sunday, Feb. 25, after a stay of a day in Los Angeles, the event is assured this time. The race will be run from March 3 to 10.

According to information gleaned through Frank Carroll, who will aid in running the race and through whose efforts the event was finally clinched, the following riders will be due Sunday morning: Jake Magin, Frank Corry, Percy Lawrence, George Cameron, Tommy Smith, Joe Kopsky, Charlie Piercey, Ernest and Hans Ohrt, Worth L. Mitten, George Wiley, Clarence Carman, Tom Bello, Tommy Grimm, Fred Weber, Lloyd Thomas and Willie Spencer. Manager Chapman, of the Cycle Racing Association; Jimmy Hunter, his assistant, and Jack Neville, Willard McKee and Maury Gordon, trainers, are also on the train. More riders to fill up the ranks are due from Newark later in the week.

On Saturday night, March 3, a preliminary card of races will be arranged with all of the professionals and many of the local amateurs. On Sunday night at 8 o'clock another card of races will be staged and the big race will get under at 10 o'clock, the finish being scheduled for 10 o'clock Saturday night, March 10. Work will be started on the track, a twelve-lap-to-the-mile affair, on Feb. 24.

In connection with the six-day race a bicycle and motorcycle show will be held in the same building. Local dealers and manufacturers will exhibit at the show, which will be the first of its kind that ever has been held here.

VANCOUVER BOOSTERS

Bicycle Dealers Will Have Big Sales Drive During Week of March 26

VANCOUVER, B. C.—The Vancouver bicycle dealers have caught the spirit of "bicycle boosting" and it has been agreed to stage the second annual spring bicycle sales campaign in British Columbia during the week of March 26. This is one week sooner than the period selected for the "push" throughout middle and eastern Canada.

Haskins & Elliott, whose bicycle headquarters on Howe street, Vancouver, have long been an established fixture of the local trade, have opened a new retail store on Hastings street, opposite the Vancouver postoffice. This firm handles the Perfect bicycle and Smith Motor Wheel.

The several bicycle dealers at Victoria, B. C., will probably have exhibits at the motor show to be held there during the week of March 19.

YALE CATALOG OUT

Has Attractive Cover and Makeup—Shows All Models of Popular Line

DAYTON, O., Feb. 26.—With a handsome cover, which pictures two girls riding their Yale bicycles, the 1917 Yale catalog has just been sent out. The catalog is printed in four colors and shows the seven models of the Yale line, which vary in price from $30 to $45. The line is made up of men's and ladies' roadsters, the Motor Bike, Yale Champion racer, juvenile roadsters and an attractive model called the Bikeabout, which is in demand, particularly from boys of the high school age.

Distributors for the Yale bicycle cover every part of the country. A list of them and their territory follows: Hub Cycle Co., Boston; Howard A. French, Baltimore; Walthour & Hood Co., Atlanta; Chicago Cycle Supply Co., Chicago; Johnson & Meyers Co., Memphis, Tenn.; Supplee-Biddle Hdwe. Co., Philadelphia; Al Ray Co., Louisville, Ky.; G. Sommers & Co., St. Paul, Minn.; W. E. & W. H. Jackson, San Francisco; Washington Cycle & Supply Co., Tacoma, Wash.; George Hamburger Tool & Supply Co., Denver, Col.; Utica Cycle & Supply Co., Utica, N. Y.

LUTZ KEEPS OPEN HOUSE

PAWTUCKET, R. I.—Charles Lutz, manager of the Pawtucket Indian agency, kept open house on Indian Day, Thursday last, and netted two sales to new riders as a result of the undertaking. Lutz provided refreshments in the shape of sandwiches, sweet cakes and new cider, and the boys simply flocked to his store.

NEW VIRGINIA CYCLE FIRM

ROANOKE, Va., Feb. 26.—The Roanoke Cycle Club, with a capital of $50,000 maximum and $15,000 minimum, has been incorporated to deal in bicycles.

Route List of The Speedsters

March 25.—New York City—Pleasure trip of the Century Road Club of America, New York Div. Rain date, April 1.

April 8, New York City—Spring century of the Century Road Club Association, New York Div. Rain date, April 15.

April 22, New York City—Ten-mile open handicap road race of the Unione Sportiva Itlaiana. Rain date, April 29.

April 28, Pomona, Cal.—16-mile bicycle race under auspices of California Bicycle Jobbers' Club.

April 29, San Francisco, Cal.—Annual 30-mile novice relay race, Golden Gate Park Stadium.

May 5, Santa Ana, Cal.—15-mile bicycle race under auspices of Orange County Bicycle Association.

May 6, San Francisco, Cal.—50-mile team relay race for ten-man team, Golden Gate Park Stadium ,under auspices of the California Associated Cycling Clubs.

May 6, New York City—Spring century of the Century Road Club of America, New York Div. Rain date, May 13.

May 6, Toledo, O.—Opening of series of point races under auspices of Toledo Bicycle Club.

May 12-13, San Jose, Cal.—Annual convention of the California Associated Cycling Clubs.

May 30, Toledo, O.—15-mile open bicycle race under auspices of Toledo Bicycle Club.

June 16, Toledo, O.—One-mile novice and two-hour team race under auspices of Toledo Bicycle Club.

July 4, Toledo, O.—25-mile open road race under auspices of Toledo Bicycle Club.

FORMER RECORD MAN PASSES ON

BRIDGEPORT, Conn., Feb. 26.—Joseph W. Linley, manager of a local hotel and at one time an amateur racing star in this state, passed away at his home on Feb. 20. Linley on May 30 at the New Haven track established the ten-mile amateur competitive record of 21:33 and the mark stood to his credit at this death.

NAVY ORDERS DAYTON BICYCLES

DAYTON, O., Feb. 26.—By reason of the fine service the first order of ten bicycles had given, the Dayton Sewing Machine Co., makers of the Dayton bicycle, received an order for 16 more Daytons from the U. S. Navy Department. The bicycles are used by messengers at the aeronautic station of the navy at Warrington, Fla.

BICYCLE BOOM IS MOVING NORTHWARD

Hudson's Bay Company Opens a Store in Winnipeg and Cycles Are Also in Use 600 Miles North of Toronto in Sparsely Settled Country

WINNIPEG, Man.—A sign of the times is the invasion of Arctic regions by the bicycle. Incidentally, a unique fact has been unfolded in the announcement of the opening of a bicycle store in Winnipeg by the Hudson's Bay Company, which is noted in history as one of the pioneer trading corporations operating in Canada. This concern was established centuries ago, the charter having been granted in 1670. Until the province of Manitoba went dry, the Hudson's Bay Company conducted a liquor store in connection with its Winnipeg headquarters. This store is now being transformed into a bicycle shop with W. K. Hughes, an enthusiastic motorcyclist and bicyclist, in charge. The new bicycle store is apart from the main store, with a separate entrance and it will be kept open each night until eight o'clock.

It is likely that the company will also take a motorcycle agency. Thus, it can now be said that an institution whose tradings have had to do with Indians, primitive settlements and trappers in remote parts of Canada for centuries back is now actively interested in the bicycle business.

In this connection it is interesting to note that the bicycle has also found its way to the hinterland of Ontario. Bicycles are being sold and used six hundred miles north of Toronto where the country is in its first stages of settlement. Small communities have sprung up in the new farming and mining areas and bicycles are being used wherever new roads are being extended. There are at least three bicycle dealers in Timmins, Ontario. This town is in the heart of New Ontario, some five hundred miles north of Lake Ontario. These dealers are Marshall, Ecclestone, Limited, the Northern Canada Supply Company and Tony Deluca.

Another concern which has been selling bicycles to the new settlers of the romantic North Country is the Iroquois Falls Merchandising Company of Iroquois Falls, Ontario, where the main industry is paper making.

BICYCLE WEEK IN CONNEAUT

Plan Calls for Big Features—Track May Be Built in Ohio City

CONNEAUT, O., Feb. 26.—Bicycle Week will be celebrated in this city along extensive plans. From the time that the celebration open on April 28 to the time it closes on May 5 there will be "something doing" all the time. R. C. Sidley, a local dealer and enthusiast, is heading the movement among the local dealers. It is planned to have a race meet, a one-day bicycle tour, an illuminated bicycle parade on one evening, demonstration day and other features during the week.

If present plans go through Conneaut will have a bicycle track. R. C. Sidley is working hard on the project and he has already been assured of the co-operation of Service Director Mahaffey. The track, which will be either a sixth-mile or eighth-mile banked affair, will be erected in Lake View Park and regular race meets will be run.

WITH SMITH FLYERS IN TEXAS

MILWAUKEE, Wis., Feb. 18.—Percy L. Rollins, of Beaumont, Texas, cycle dealer, says in a letter to the A. O. Smith Corp., makers of the Smith Motor Wheel and Smith Flyer, that he is doing a great business with the Smith Flyer, he having sold six in the past two weeks. Other Texas dealers who are having great success are: Petmecky Co., Austin; Baegte Auto & Cycle Co., New Braunfels; Nagel Hardware Co., Cuero; Keenan & Son., Galveston; J. W. Vernor, Gonzales; Portage Tire & Cycle Co., San Antonio; J. D. Boyd, Snyder; Wheeler Bros., Terrell; L. C. Kreisli, Victoria; Sanger Bros., Waco, and R. C. Flick Merchandise Co., Yoakum.

N. C. A. TITLE AT STAKE

BROOKLYN, N. Y., Feb. 26.—The Brooklyn-Queens Police Athletic Association will conduct the National Cycling Association amateur indoor championship. The event will be held at the 13th Regiment Armory Saturday night, April 10, and all of the star riders of the Metropolitan District will participate.

A ROCHESTER CHAMPION

Fred Roy, the Star of the Indoor Meets in the Flower City

On the Bell Lap

BY THE VET

Frank Kramer, the American sprint cycling champion, has joined the auxiliary police force of East Orange, N. J., where Kramer makes his home.

Alfred Goullet, the former Australian sprinter, who is now a citizen of U. S. A., says that he is going to have his own trainer and his own training quarters this year. He must be going after the American title with a vengeance.

While the recent Chicago six-day race was in progress J. P. McEvoy, who conducts a column in a Windy City paper, unbuckled himself of the following:

SIX-DAY PHILOSOPHY.

For six long days and nights they go
  Around and round the track.
They race and race and get no place
  But here and there and back.
They have no gleaming goal in sight,
  No port for which they're bound—
They just go round and round and round
  And round and round and round.

And so it is with many folks
  Upon life's thoro'fare,
They make a lot of racket,
  But they don't get anywhere—
They flap their wings an awful lot,
  But their feet are on the ground—
And they just go round and round
  And round and round and round.

And you said a lot, J. P.

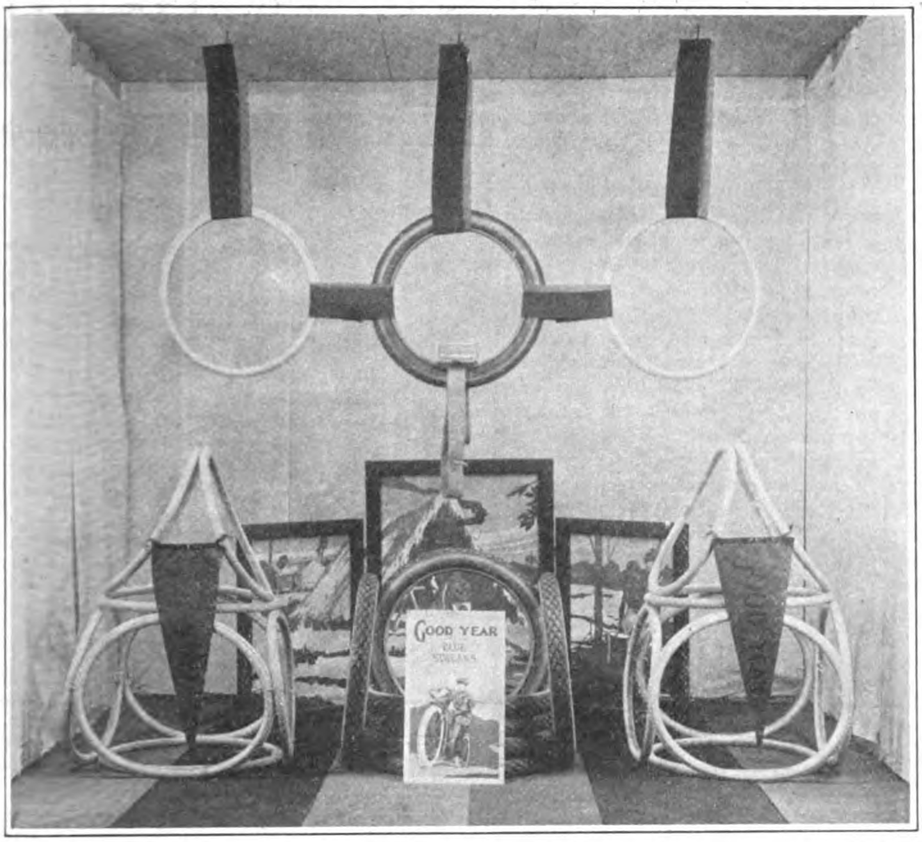
Arthur Spencer, the Canadian sprint sensation, has at last fallen for a continuous six-day race. The Toronto lad had sworn with both hands in the air that he would dodge the hard "grinds" as long as he was in the game. Bicycle riders are wont to change their minds the same as any other human being, and Arthur did the quick change after receiving a telegram from his brother, Willie, telling him of the wonderful opportunities in the San Francisco six-day race. Arthur, who balances the Fairbanks at over 200, is rather taciturn while talking of his chances in the 'Frisco event, but after he goes through it his remarks may not be found in Webster's famous unabridged.

Several athletic bodies and sports governing organizations have been trying to define an amateur. Didn't think that they existed.

"Long Bob" Spears, the Antipodean sprinter, is worrying because Jack Neville, his trainer, has journeyed to the Coast with the six-day riders. Bob wanted to start training for the season shortly and wanted Neville with him.

If he manages to weather the Coast "grind" Worth Mitten, who put Iowa on the sporting map, will be able to tell his grandchildren that he rode 40 six-day races. It's an awful way to dodge the H. C. of L.

A STRONG DEALERS' SALES STIMULATOR



Attractive Bicycle and Motorcycle Tire Display Designed for Use at the Seventy-Five Branches of the Goodyear Tire & Rubber Co.

RACE PROMOTION

Racing Number of Million Bicycles Bulletin Tells How

NEW YORK, Feb. 27.—The "Racing Number" of the Million Bicycles Bulletin, dated February, is just off the press. It features, among other things, a general boosting story on the ways and means of promoting a race meet, directed to the dealer; an outline of the program which is intended to make the national bicycle week, April 28 to May 5, the biggest event of its kind ever promoted; some "right-down-to-brass-tacks-stuff" on the commercial bicycle from the mouths of merchants who are actually using them, and a suggestion for a spring opening for the bicycle dealer, following closely automobile and motorcycle lines.

As for the rest of it, the proposed constitution and by-laws of the National Cycle Dealers' Association is outlined on the last page of the book, which is given over to that body, while D. G. Ryan, popular New England bicycle salesman, in a direct-from-the-shoulder talk to dealers, discusses some of the more important retail trade problems.

THREE RACES FOR THE CAPITAL

WASHINGTON, D. C., Feb. 27.—Frank D. Hazleton, a well-known local bicycle dealer, will promote three races here on Sunday, April 1. The first race will be a match between George Elliott and Forrest Pyles, who will use high wheels of the vintage of 1887, the distance to be a quarter-mile. Boys under 16 years of age will have an opportunity to shine in a five-mile handicap, while the big event of the day will be a 20-mile handicap, which will be open to all amateurs. Twenty prizes are up for the 20-mile event, the winner to receive a gold watch.

U. S. I. MOVES QUARTERS

NEW YORK, N. Y., March 1.—The Unione Sportiva Italiana, the local cycling and sporting club, moved today from their old quarters at 410 Eighth avenue to 108 West 45th street. The club has a 21-year lease on the property and for the time being only the third floor will be used on account of extensive alterations being made on the first and second floors. When completed the club will have their own restaurant, billiard room and dance floor and will be one of the best clubs of its kind in the East.

ATHERTON BOOSTER LETTER

BUFFALO, N. Y.—Another of those most readable and snappy sales letters to cycle dealers has been gotten out by Sales Manager Emerson of the Buffalo Metal Goods Co. The letter calls attention to the simplicity of the Atherton coaster brake construction and the ruggedness of each of the parts that enter into its make-up. Along with the letter a neatly illustrated and novel folder backs up in a pictorial way the idea of extreme simplicity and ruggedness instilled by the sales letter, and brings to the attention of cycle dealers the several improvements that make the 1917 Atherton brake distinctive.

AUCTION UNCALLED FOR WHEELS

LOUISVILLE, Ky.—At present there are twelve stolen bicycles in stock at Central Police Headquarters, the bicycles having been taken where persons were convicted of theft, and not called for by the owners. A public auction is held once every six months, and the bicycles are generally purchased by local dealers. The number has been inreasing so rapidly during the past few months that it is said a special room will have to be set aside for them.

SCHETZEN WINS THIS TIME

BROOKLYN, N. Y., Feb. 26.—Harry Schetzen, of the Kings County A. A., won the two-mile bicycle race held at the Evening Recreation Center, No. 84, Friday evening, Feb. 23. Charles Finkelstein finished second and F. Gold third. The time was 7:03, which is considered good time for the track, a 28-lap affair.

NEW A. O. SMITH AGENTS

MILWAUKEE, Wis., Feb. 26.—The A. O. Smith Corp. announce the appointment of 15 new dealers as follows: R. R. Hart, Leesburg, Fla.; C. E. Gates, Medford, Ore.; Astoria Hdwe. Co., Astoria, Ore.; Ernest Beekman, Mt. Morris, Ill.; R. M. Prowell, Bradford, Pa.; Emil Roeder, Webster, Mass.; Ernest Spitzler, Webster, Ida.; Corning Sporting Goods Co., Corning, N. Y.; C. W. Foster, La Grange, Ga.; Eastman Bros., Silverton, Ore.; C. F. McGuire, Vancouver, Wash.; Johnson & Willerton, The Dallas, Ore.; Stanwood Auto Co., Miami, Fla., and Rottsted Bros., Olean, N. Y.

SCHMELZER OPENS ADDITION

KANSAS CITY, Mo., Feb. 22.—The Schmelzer Arms Co., the largest dealer in sporting goods in Kansas City, recently opened the new addition to its large building 1216 Grand Avenue, utilizing the ground floor as the new home of the retail bicycle department under the management of F. A. Taylor. A complete display of all models of the Schmelzer name plate bicycles were made in the big display window, numbering close to twenty in all.

C. R. C. OF A. ANNUAL DINNER

NEW YORK, N. Y., Feb. 28.—On Saturday night, March 3, the Century Road Club of America, of this city, will hold its 26th annual dinner. The affair will be held at the Campus Hotel on Columbus avenue, and about 150 members and friends are expected to be on hand.

NOVEL TITLE AT STAKE

NEWARK, N. J., March 1.—The home trainer championship of New Jersey will be conducted by the Bay View Wheelmen at their clubhouse. The preliminary heats will be held on March 24 and the finals on March 31. Suitable prizes will be offered for the events.

A CARLOAD OF BIKES

ROCHESTER, N. Y.—The Merkel-Sapcher Co., Inc., local Henderson representatives, claim to be the first Rochester firm to receive a carload of bicycles this year. They advertised the fact by displaying large banners on the wagon which conveyed the machines from the freight house to the company's store.

BADGER STATE TRADE BODY PLANNED

Peterik Issues Call for Dealers' Meeting During Milwaukee Show—Tour Dates Set for June 16-17—Other Local News

MILWAUKEE, Wis., Feb. 26.—An organization of Wisconsin motorcycle, lightweight and accessory dealers is being spoken of in connection with the staging of the Milwaukee Power show in the Auditorium, March 21 to 24. The call for a meeting to perfect a state dealer body is being sent out by Louis Peterik, manager of the Mueller Cycle & Supply Co., who is chairman of the Milwaukee Motorcycle club's show committee and who represents both the local dealers and show management.

The program committee for the Milwaukee meeting includes R. L. Clark, Badger State Motorcycle Co.; E. H. Kasten, J. A. Van Toor and Leo Lippow. It is proposed to secure speakers who will not only outline the value of organization but also give the state dealers some instructive talks on sales, accounting and general store methods and on the disposition of second hand machines.

Among the speakers so far selected are Jesse Edwards and W. H. Parsons of Chicago and E. J. Mueller, Milwaukee. It is expected that there will be about 150 dealers from Wisconsin in attendance, representing all makes.

Applications for space in the Power Show are coming in in fine shape. Actual contracts signed and options made for space indicate that every machine will have representation. The local dealers are giving the show liberal support and there will be a large section devoted to accessories.

The annual Journal tour held every year by the local club has been set for June 16 and 17 to coincide with the dates picked for the national Gypsy holiday tours. The club has made application for a tour number to the educational committee of the M. & A. T. A. Elkhart Lake is the tentative place picked for the night control. The tour held to Elkhart in 1914 was such a tremendous success that riders have been requesting the club's tour committee to go there again this year.

HARLEY-DAVIDSON CUP FOR N. J. RUN

It Was Offered for Last Affair but No One Qualified—Rules of Competition Under Which Cup Will Be Awarded

NEWARK, N. J.—That Harley-Davidson loving cup which was to have been one of the prizes for the last New Jersey M. C. endurance run, but which found no takers because no amateurs finished in the sidecar division, will be the award to the winner of the 100-mile non-stop contest which is to be run by the New Jersey M. C. on March 11.

The rules governing the awarding of the Harley-Davidson trophy are as follows:

Each contestant shall nominate an observer, who shall be assigned to another make of machine, in so far as possible.

Observers are not permitted to assist *any* contestant in this event, and are to note in writing, handing same to committee, any infractions of the rules as laid down for the contestants to follow.

The contest is scheduled at 20 miles per hour.

Contestants will be sent away at two (2) minute intervals, unless there are more than thirty (30) competing, in which event they will be sent away two (2) at a time.

Contestants may take on fuel, make adjustments or tire repairs, or be halted by traffic, losing the momentum of their machines, provided they keep their motors running during the operation, but this will not be allowed within sight of a check-station.

Contestants passing a check-station are not to stop, but are to call out their numbers to the checker.

The silver loving cup will be presented to the contestant who finishes with the highest score, or should all contestants be eliminated, the man who drove the farthest before he was eliminated.

In case of a tie for first place, the one-minute allowance for difference in watches will be thrown out and time figured to the exact minute. Checkers will allow up to the fifty-ninth second before counting a new minute. In case this does not break up the ties, the tied contestants are to compete over the same course, under the same rules, within thirty (30) days of the original event, the exact date being set by the club.

RICHMOND CLUB

Elects Officers, Promises Itself a Big Year and Enjoys Spread.

RICHMOND, Va., Feb. 26.—A get together meeting of the Richmond Motorcycle Club was held at the club rooms, 711 W. Broad street, on Monday night, Feb. 19, and the following officers elected for the new year:

H. T. Holt, president; C. F. Bauman, vice-president; H. C. Morris, secretary-treasurer; E. W. Bosher, road captain.

After the transaction of regular business, and a pledge to make the club bigger and better for 1917, the members were tendered a spread by Bauman & Hines, local distributors of the Harley-Davidson.

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About Bosch Ignition-Lighting

This System Has Distinct Magneto and Dynamo Sections with Common Drive; Requires Little Attention in Service; Interchangeable with Magneto

Third of a Series of Articles on Motorcycle Lighting Equipment.

BY D. R. HOBART.

PROMINENT among electric lighting systems using a single wire is the Bosch, which presents a number of novel features. The generating apparatus, or rather the Magneto-Dynamo as it is called, consists of an ignition unit and a lighting unit having a common drive and a common base but each unit is entirely independent of the other. The permanent magnets for the ignition unit in connection with a regular Bosch high-tension magneto armature furnish current for the ignition only, and have nothing to do with the generation in the lighting unit.

Unit Arrangement

There are two types of the Bosch Magneto-Dynamo, one for use on twin and the other for use on four cylinder motors. The G1EV, used on twins, is shown in the wiring diagram. The G3N4 has provision for directing the ignition current to the four sparkplugs, the lighting unit being similar to that of G1EV.

Looking at the Bosch machine from the contact-maker end the ignition unit is below, with cable terminals at each side. Above is the lighting unit with a projecting end-plate in which are two recessed screw connections, one being marked S and the other B. The carbon brushes are arranged above these connections. To the connection S is fitted the cable to a distribution switch, while to B is attached the battery cable, shown at A in the diagram.

The ammeter is shown in the line A, where it gives indication of the charge and discharge of the storage battery. It will be noticed that the cable A leads to the negative pole of the storage battery. The positive pole of the battery is grounded on the frame of the motorcycle. It will be noticed that the Magneto-Dynamo is grounded on its seat on the motor. The circuit generator — cable A—battery — ground is thus completed. The leads from the magneto unit to the sparkplugs are shown at P, P in broken lines.

The Various Circuits

Referring to the diagram, the lead from connection S is taken to the distribution switch. The one shown is of the rotary snap type, giving the following positions: off, head and tail light on, head and tail light and horn on. The horn cable is at C; the wire leads to a push-botton and from thence to the horn, after which it is grounded. Both the headlight and tail light have grounded bulbs. The main cable is shown at M; this runs along the backbone of the motorcycle.

The ignition or dynamo section is a direct-current, shunt-wound machine while charging, but has an extra series field This series field is connected with the lighting switch, so that all lighting current passes through this series field and materially increases the output of the dynamo when running under loaded conditions.

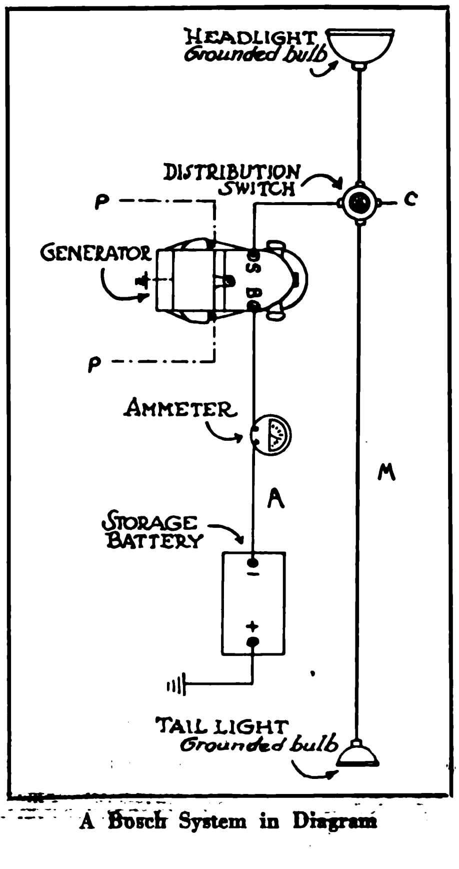
The dynamo produces current of 7½ volts at 4 amperes, or 30 watts. This makes possible the use of an 18 candlepower headlight, a 2 candlepower tail light, a 4 or 6 candlepower sidecar light and a 2 candlepower inspection or speedometer light. The latter two are wired to the distribution switch when fitted.

Aside from periodic oiling and inspection of the cables and connections to see that looseness or wear is not present, very little attention is required for this system. The oil cup at each end of the generator should be given two or three drops of good, light machine oil every 500 miles. About every three months of service, all carbon brushes should be removed and any dirt or oil cleaned off. They should be tested for ease in operation in their holders.

Fusing Arrangement

The fuse is usually carried in the A cable circuit close to the battery on the casing containing the latter. The rider should have two or three spare fuses on hand, but in emergencies can replace a blown fuse with standard 10 ampere fuse wire.

The generator section of the Bosch system must not be operated with the battery disconnected. If the battery is temporarily removed, the cable terminals of the battery must be insulated from each other and from ground, while the cable to the terminal S on the generator must be disconnected until the battery is replaced. This renders the lighting section temporarily inoperative, but of course does not interfere with the ignition section. A replacement of the battery and the cables referred to above, immediately puts the generator into action once more.



A Bosch System in Diagram

The Bosch Magneto-Dynamo fits on the same seat or magneto base as the high tension magneto of the same make. For the maximum efficiency, the magneto interrupter and platinum contacts should be free from dirt and oil. The contacts should open about 1-64 inch when the interrupter lever rests on one of the segments. The gap is accurately measured by the gauge on the Bosch magneto wrench. Sparkplug gaps should not be more than 1-32 inch nor less than 1-50 inch.

Battery Care

When cranking the motor with the G1EV the spark lever should be slightly advanced.

Battery care with the Bosch system is that ordinarily given to any electric lighting arrangement in which the battery is charged automatically from a generator. An inspection to determine the height of the electrolyte in the cells should be made at least once a week. The solution must cover the plates and any deficiency in the height should be made up by putting in distilled water. If this cannot be had, rain water can be used. Tap water will cause trouble as it contains salts which may ruin the battery.

TOURING FOR HEALTH

DALLAS, Tex.—F. L. Arnold, of Galveston, accompanied by his five-year-old daughter, Eva, visited this city last week on a motorcycle tour and his speedometer registered more than 5,000 miles. Arnold's machine has a sidecar attached, and he carries a full camping equipment.

The Arnolds left Galveston on account of the daughter's health, being advised to seek fresh air and life in the open. They have been on the road for the past four months and have visited nearly all the counties in south, west and central Texas, and expect to visit every county in the State while on the trip.

SWENSON MAKES A SALES RECORD

PROVIDENCE, R. I., Feb. 23.—B. A. Swenson yesterday challenged any motorcycle dealer in the world to even duplicate his stunt of Saturday and Monday. He established a new record for sales. From 12 last Saturday noon to 9 o'clock Monday night he sold 15 Indians. His challenge comes in on the point that 13 of the machines went to new customers. He took only two machines in exchange. He sold 10 more new ones before Thursday evening.

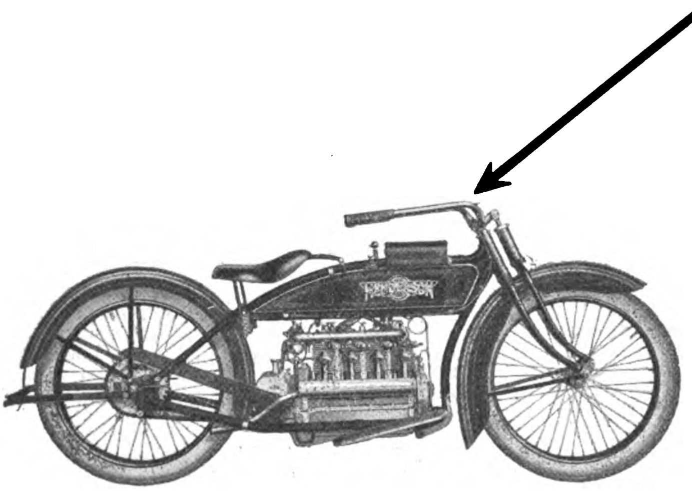
One of his customers was John E. Perry of Pawtucket, who has passed his 70th birthday. Mr. Perry has a brother still older, and the machine was purchased that the former might be better able to get his elder into the open air.

GUIMOND BIDDEFORD THOR AGENT

BIDDEFORD, Me.—George Guimond has taken the Thor agency. Guimond, who is a progressive dealer, will handle the "Blue Fellow" for all of York County. The deal was closed by Thomas H. Chew of the Thor Motorcycle Co., Boston, Mass.

The Half-Dollar Test

With the machine on the stand and the motor throttled low, a half dollar will lie quietly on the handlebar of the four-cylinder Henderson motorcycle.



One illustration of the striking absence of vibration.

Practical motorcyclists readily understand how this remarkable smoothness saves wear and saves expense and increases efficiency—and they know it is made possible by four cylinders.

HENDERSON MOTORCYCLE CO., Detroit

Questions and Answers

Ever get stuck with trouble you cannot locate? Want to buy something and don't know where? Looking for some advice? Just drop a line to the "Tech Editor."

DUPLICATED-VALVE QUERIES

HAVING an eight-valve twin motor, I desire to purchase spare parts for the same. The maker states that the parts of my machine are not factory parts and that he could not supply me. I would like to know if the eight-valve heads will fit on the four-valve single cylinder motor of the same make. Also will the Pope overhead valve motor head fit the 1911 four-valve Indian cylinder?

Altus, Okla. GEORGE W. BURKETT, JR.

The eight-valve twin racing motors are by no means built up from factory parts, nor are all these motors exactly alike. Consequently, you will have to have any renewals of parts constructed to order, as the factory says that it cannot supply you.

Regarding the fitting of the eight-valve head on the four-valve cylinder, we cannot tell you, as we do not know the dimensions of either type of motor which you have in your possession. We do not think that the Pope head will fit the 1911 Indian cylinder referred to.

MILWAUKEE, WIS.

PLEASE give me the address of the manufacturer of the H. D. motorcycle.

Hawk Run, Pa. JOHN SHAW.

The Harley-Davidson motorcycle is often referred to as the H. D. and this machine is made by the Harley-Davidson Motor Company, Milwaukee, Wis. You will find an agency for this make in Phillipsburg or some other large city in your vicinity.

FLOAT LEVER TROUBLES

TELL me what is the cause of a carbureter leaking through the hot air connection. Also, where can I get Excelsior watch fobs.

Bellingham, Minn. J. F. TROJAHN.

The cause of the leakage referred to may be a bent float lever, water-logged float, float valve not seating or stuck open. Take the carbureter apart and look for these things in the order named. The top of the cork float in the Schebler carbureter should be 19/32 of an inch below the top of the bowl with the float seated.

If the Excelsior company cannot supply you with these fobs, we are at a loss as to whom to refer you.

STURMEY-ARCHER HUB

I WOULD like to have the name of the maker of the Sturmey-Archer three-speed bicycle hub.

Athens, Ga. A. A. JORDAN.

The Sturmey-Archer three speed hub is made in Nottingham, England, by the Sturmey-Archer Gear Company, Ltd. It is also made by the Cycle Manufacturing & Supply Company, 180 North Dearborn street, Chicago, Ill. You had best address the latter firm, as nothing can be had of the English house during the war.

TRY THE NEW BARKER

GIVE me the address of the maker of a direct cut out for the 1916 Indian, if such is manufactured.

Belleville, Ill. WARREN SEXTON.

The "New Barker" cut out, made by M. Gardner, a motorcycle agent, in Mansfield, O., can be used on this machine, although primarily designed for another make.

The price, we understand, is $2.

ABOUT SHAFT DRIVE

I WOULD like to know what the objection is to shaft drive for motorcycles, as I see next to no machines fitted with this form of drive on the road.

Paterson, N. J. R. R. R.

Shaft drive gives a positive transmission of power from the motor to the rear wheel, but as it uses bevel gears, and these give an end-thrust, keeping the gears in proper mesh was not always possible. The bevel gear on the end of the shaft thrust against that on the hub and there was nothing stronger than the rear stays and forks to resist this.

The making of a shaft drive is naturally more expensive to the factory than that of a chain drive and for best effect the motor should set in the axis of the frame, not with the crankshaft across the frame. Usually, a four cylinder motor is fitted to a shaft drive machine. An example of such a machine is the Militaire. Shaft drive is also much heavier than chain drive and there are more parts.

PARTS FOR MONARCH

I DESIRE to get parts for my Monarch motorcycle, formerly made by the Ives Motorcycle Corporation, Owego, N. Y. If this firm is not operating, please give me the address where parts for this make can be obtained.

Carnsville, Mo. FRAZIER GARAGE.

We suggest that you write the Ives firm, stating what you need. If you do not receive a reply within reasonable time, communicate with the Motorcycle Parts Manufacturing Company, 2127 Michigan avenue, Chicago, Ill.

CORRECT FLOAT LEVEL

AFTER overhauling my twin machine I find that it will run nicely for a short while but now runs only for a minute or so and then quits. If I pedal and prime vigorously, it will run again, but stops soon as before. I examined fuel pipe and carbureter passages and found them free.

Trinity, Texas. EARL RAGLAND.

The symptoms point to a bent float-valve lever, giving fuel level too low in the carbureter. Have the top of the cork float 19/32 of an inch from the top of the bowl with the float valve seated, and the trouble will probably disappear.

THIN THE MIXTURE

MY motor will run all right for about half an hour or so and then seems to lose power and overheat. On taking out the sparkplugs I find them sooted. The carbureter throws a mist out of the lower air port.

Plainfield, N. J. Z. BASTE.

Try another setting of the carbureter, in the direction of cutting down the amount of gasoline. Examine the valve timing and see that the inlets open as per the factory marks.

HOW DOES THIS STRIKE YOU FOR STIFF GOING?

H. E. Andrews, of the General Motorcycle Sales Co., Boston, Plugging Through Snow Over a Foot Deep on the Road to Worcester

WHAT "INDIAN DAY" MEANT TO GOTHAMITES

Despite Snowfall, 600 Enthusiasts Flocked to Baker, Murray & Imbrie Headquarters—Distributer Sells 28 Machines

NEW YORK, Feb. 22.—No less than 600 visitors availed themselves of the opportunity to participate in the Indian Day program arranged by Baker, Murray & Imbrie, Inc., distributors for Hendee products in the metropolitan district. Owing to the snowfall, comparatively few enthusiasts appeared with their machines, but the inclement weather did not interfere in the least with the indoor observance of the day.

The Baker, Murray & Imbrie store was tastefully decorated with flags and pennants, and a full line-up of Indian motorcycles and bicycles was given an effective display. A Light Twin, mounted on pedestals at the front of the store so that it could be operated for the benefit of visitors, was a big feature of interest.

During the afternoon the conversation of the motor experts drifted to the economy possibilities of the Light Twin, and three of the visitors framed up a guessing contest as to how long the motor would run on a carburetor full of gas. The guesses ranged from three minutes 15 seconds to seven minutes, and there was considerable surprise when the motor operated eight minutes and 30 seconds. This was equal to about two and two-thirds miles.

The trade was well represented by the travelers who were in town, among the callers being: J. J. Hanse, of the United States Tire Co.; H. Ball, of the Schickel Motor Co., of Stamford, Conn.; Irving Barnard, of the Excelsior Motor Mfg. & Supply Co., Chicago, Ill. Miss Adeline Van Buren, who rode an Indian motorcycle across the country last summer in company with her sister, rode to the Baker, Murray & Imbrie headquarters in the afternoon, after a 30-mile run through the snow and slush, and was given a warm welcome.

Manager C. C. Webber reported the following Indian Day results for his territory: seven complete sidecar outfits, 23 Power Plus Twins and five Light Twins. All these machines were sold for early delivery.

The neat bronze cigar cutters put out by the Indian factory were distributed to all visitors during the day, and Mr. Hanse, of the United States Tire Co., lived up to his reputation for good fellowship by distributing boxes of high-grade cigarettes to all comers.

KEPT FRENCH BUSY

Record-Breaking Crowd of Visitors Observe Indian Day in Baltimore

BALTIMORE, Md.—Over 1,000 riders and their friends visited the Indian heaquarters of Howard A. French & Co. in this city on February 22. A carload of the new models were ready for inspection and the Indian Day program kept the crowd interested from morning till night. At night the gathering was so large that it was necessary to park the motorcycles and sidecars on side streets in order to avoid blocking traffic.

During the afternoon the chief topic of conversation was touring, and the outcome of the discusssion was the organization of the Indian Touring Club. The club has been launched under the leadership of three veterans, Andrew Gebhardt, Captain W. S. Fisher and George Schaeffer. Arrangements will be made to promote runs, hill-climbs and picnics during the year. The club's first run of real importance will be to Frederick on the first Sunday in May.

Sandwiches and other refreshments were served during the evening and the Indian cigar-cutters were in great demand as souvenirs.

The show windows of the French headquarters were appropriately decorated with flags and bunting, while a Powerplus Indian and sidecar, the latter fitted with a top, provided the central feature.

FIRST "INDIAN DAY" FOR RAND

WOONSOCKET, R. I.—N. H. Rand staged his first Indian Day celebration on Thursday last, and the fact that he disposed of two solo machines and a sidecar outfit gives promise that it will be an annual affair. Rand has just taken the agency for the Indian in this section.

FOUR RIDERS 'FRISCO BOUND

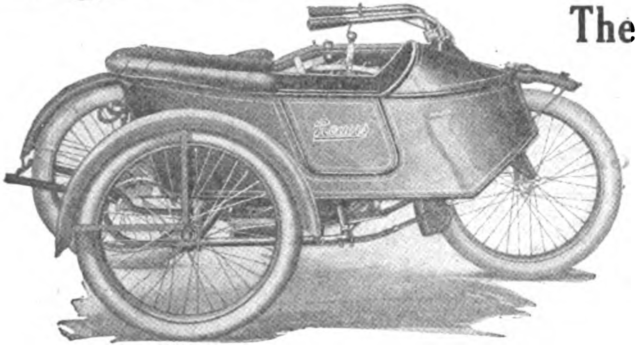
NEWARK, N. J., Feb. 27.—Reggie McNamara, the Australian; Eddie Root and Fred Hill, American riders, and Arthur Spencer, the Canadian, left here on Saturday for San Francisco, where they will compete in the six-day race to be run in that city from March 3 to 10.

The Rogers
ROGERS MANUFACTURING COMPANY
CHICAGO

MODEL M-I. A "Tailor-Made" Sidecar

Designed to Fit and Perfectly Alined with

The INDIAN Motorcycle Exclusively



Price $80, F. O. B. Factory.

No Adjustments — No cumbersome extensions.

No Complicated Frame Connections.

No Fitting, Alining, or other details left to the user.

Simply attach three ROGERS No-Strain Ball Joint Connections, and the job is done, with perfect balance and alinement assured at the factory.

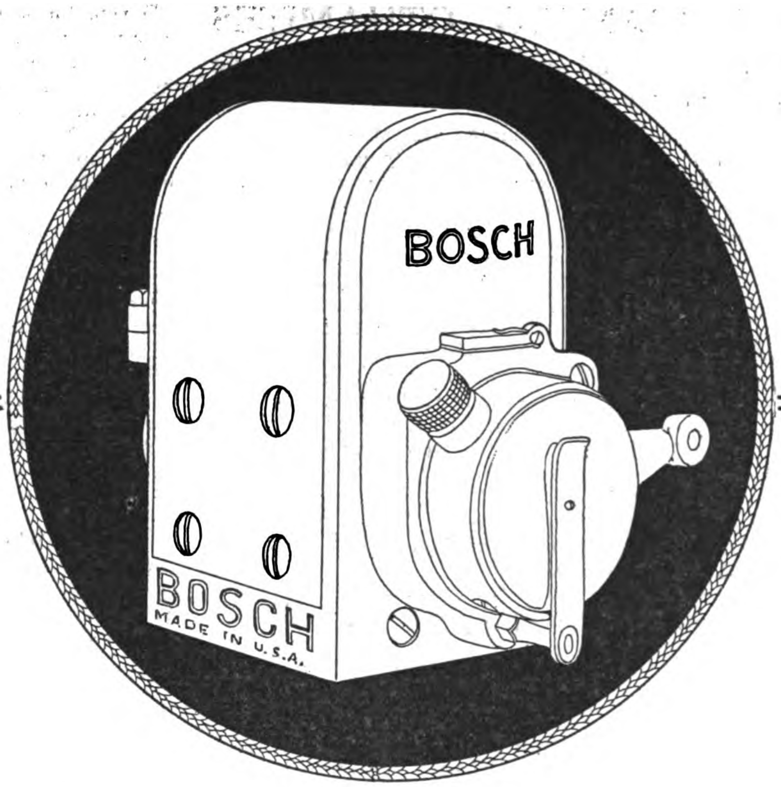
A sidecar, full of new and exclusive details of supremacy all described in our new M-I Circular. Write for it today.

Lest you forget, there is also a similar ROGERS car for every other 1917 Motorcycle.

Write us, stating make and model of the machine you sell or use

ROGERS MANUFACTURING CO., 337 West Madison St., Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.



Unflinching Sturdiness

Does Your Ignition System Show It ?

Unusually severe service has never caused Bosch Magneto Ignition to fail.

The freezing, penetrating zero weather of the Northwest won't harm a Bosch Magneto.

And the baking, blistering heat from the cylinders of the thundering racing monsters, which Bosch has helped to victory, has never harmed a Bosch Magneto.

Using a motorcycle once a month or every hour of the 24, every day in the year, won't harm a Bosch Magneto.

Lack of attention for a day, a week, or a month won't harm a Bosch Magneto.

A short circuit at the horn, at the lights or at the battery box won't harm a Bosch Magneto.

Bosch Magnetos don't need batteries.

And all this is why Bosch Ignition is called the system of unflinching sturdiness and nothing less than a Bosch Magneto will give you that sturdiness.

BE SATISFIED **SPECIFY BOSCH**

Bosch Magneto Company, 206 West 46th Street, New York
CHICAGO DETROIT SAN FRANCISCO

Service Stations in Every State

SWENSON'S CELEBRATION

Providence Wigwam Crowded Day and Night on Indian Day

PROVIDENCE, R. I.—Providence motorcyclists and would be motorcyclists celebrated Indian Day, Thursday, Feb. 22, by reporting in a body to B. A. Swenson's wigwam and looking over the new models and partaking of the refreshments and entertainment provided by the Rhode Island distributor.

The store was crowded from morning until night, and added to the souvenirs in the shape of cigar cutters for the men and grab bag trinkets for the girls which Swenson had on hand in plenty, were balloons and other Eclipse playthings provided by W. M. Ingalls, of the Eclipse Machine Co., who happened in town. It was a great day both in a business and social way.

BUMGARDNER HOLDS OPEN HOUSE

SAN FRANCISCO.—J. Bumgardner, the local Indian agent, entertained a big crowd of visitors on February 22, "Indian day." Refreshments were passed out and many of the Indian cigar clippers were distributed. Bumgardner reports having sold six new Indians last week.

MOTORCYCLE SHOW AT UNIONTOWN

UNIONTOWN, Pa., Feb. 26.—During the Uniontown motor show motorcycle dealers who were not represented at the show took space in the nearby hotels. The Indian was displayed in the lobby of the Keystone and the Harley-Davidson held forth in the lobby of the Hotel Titlow. Noble Brothers, on the other hand, staged their exhibit at the neighboring Keystone Garage. Both the show attendants and those who stopped at the private exhibits were urged to place their orders immediately, due to the present freight situation, which makes future deliveries uncertain.

HOUSE ENTERTAINS

Refreshments, Victrola Concert and Lecture Mark Wheeling Fest

WHEELING, W. Va.—Over 150 visitors signed the register at the wigwam of Wesley House, Wheeling Indian distributor, on Indian Day, Thursday last. All comers were welcomed first with an interesting lecture on the new features of the Indian line, second with a light luncheon consisting of sandwiches, salad and coffee, and topped off with a cigar and cigar cutter, and thirdly by a Victrola concert which served to hold the crowd together.

House made several sales and landed a couple of hot leads for future business. His first sale was one of the new Light Twins.

INDIAN DAY IN SMOKY CITY

PITTSBURG, Pa.—Indian day in Pittsburg was a decided success and to put it in the words of the satisfied dealer *"it was some day."*

The Motorcycle Exchange, the local agents for the Indian, had all models of the Indian on display, including the new model in the new U. S. Khaki color. A great many out of town visitors were present. Six sales were made for the day and many prospects for spring sales were assured.

WHEELING SHOW

Lack of Suitable Housing Calls Off Auto Exhibit; Cycle Show Planned

WHEELING, W. Va.—Because the motor folk could not obtain large enough quarters to house the exhibits, the automobile and motorcycle show which was to have been staged early next month has been called off.

The motorcycle dealers, however, have gotten together and have decided to put on a motorcycle exhibit, using the local club rooms for the purpose of staging the affair. The dealers have the backing and active aid of the club in working out the details of the exhibit. The date has not yet been set.

DEALERS TO CO-OPERATE

GRAND RAPIDS, Mich., Feb. 26.—Agents for the various makes of motorcycles in this city have decided to band together in the Spring and push an energetic "community advertising" campaign. Those who are inspiring the movement say that what the "game" in Grand Rapids needs is a little more boosting, and it is for that purpose that the community plan is being worked out.

TO HANDLE EXCELSIOR IN SEATTLE

SEATLLE, Wash., Feb. 26.—For the purpose of retailing Excelsior motorcycles and bicycles throughout the Seattle district the Excelsior Motorcycle & Bicycle Co. has taken out incorporation papers under Washington laws. The authorized capital is $1,000, and L. A. Van Wasner and H. H. Armstrong are behind the movement.

It's Easy with RED WING

THE ROAD to a 1,000,000 BICYCLES

A million bicycles in 1917! Think of it—a million! Are you ready for your share of the business with a line of bicycles that is up-to-the-minute in style and equipment and down-to-the-penny in price? That leaves you a fair margin of profit on every deal and has the inbuilt stamina to make good on the road?

If you haven't it's time you put in RED WINGS and paved the road to a million bicycles with sales instead of regrets.

J. W. GRADY & CO.
WORCESTER, MASS.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

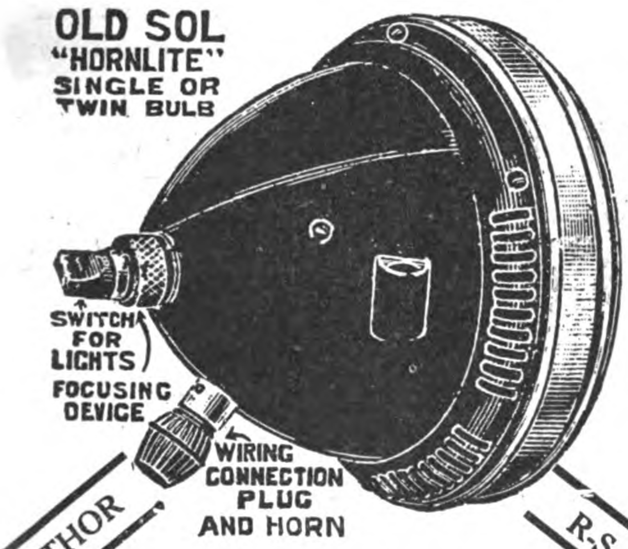
We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes



THOR R-S

INDIAN DAYTON

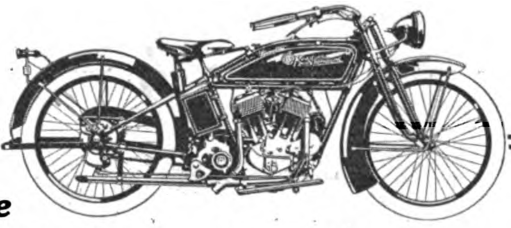
OLD SOL "HORNLITE"

Twenty-one candlepower bulbs backed by a highly silvered reflector, and a horn which has for its sound-box the whole spacious lamp body, make the "Hornlite" the most efficient and effective combination accessory on the market.

Six big motorcycle makers have found it so. Countless dealers and riders can furnish the proof. Ask us to furnish details and prices.

Hawthorne Mfg. Co. Bridgeport, Ct.

HENDERSON POPE



The

READING STANDARD

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company
501 Water Street Reading, Pa.

STEELE BURNS OUT

Fire Starts Next Door and Spreads to Paterson Indian Agency

PATERSON, N. J., Feb. 26.—Fire all but wiped out the Indian agency of John Steele here on Friday last. The fire started in the store next door, which was completely gutted, and rapidly spread to Steele's motorcycle establishment.

It was an early morning blaze and just by dint of good luck did the Paterson fire department manage to back out several of Steele's 1917 machines before the flames reached them. His large stock of parts and accessories, however, and several used and stored-machines were badly damaged by the flames and water. Steele estimates the loss at about $8,000, which luckily is fully covered by insurance.

LIGHT TWINS REACH COLUMBUS

COLUMBUS, O.—The Skyes Motor Co., central Ohio distributor for the Indian, has received a car load of lightweights which are attracting attention on all sides. According to Manager Beebe, the prospects for the sale of lightweights are very bright, and he anticipates a very busy season on the lighter models.

HADFIELD AIDS IN FIRE SCARE

NEW BRITAIN, Conn., Feb. 23.—Charles E. Hadfield, Indian agent in this city, during the progress of many incendiary fires there last Wednesday evening tendered the use of every sidecar outfit he had in his store to the police department for such use as they required them. Mr. Hadfield said because of the seriousness of the situation he was on guard with a gun over his own store until 6 o'clock the following morning.

HOW CROCKER DID IT

Kansas City Indian Man Served Refreshments and Hired Real Indian Talent

KANSAS CITY, Mo., Feb. 22.—Albert Crocker, proprietor of the Indian Motorcycle Sales Company of Kansas City, celebrated the national Indian Day with the assistance of some eight hundred riders and motorcycle enthusiasts. Refreshments were served in the repair shop.

Entertainment furnished during the afternoon and evening lent a decided prestige and distinction to the day, being the visit of Chief Silver Tongue, the noted Indian tenor of the Hoopa tribe (basket weavers) of California.

AGAIN HANDLING THE R-S

WILMINGTON, Del.—Dill Bros., 515 French street, Wilmington, have recently moved into larger quarters and put in a large stock of 1917 machines and accessories.

The company is again representing the Reading Standard motorcycle.

ZIMMERMAN GETS BUSY

SHREVEPORT, La.—F. L. Zimmerman, representative here for the Reading Standard motorcycle, has received several demonstrators and already has his drive for 1917 business well under way.

GRAND RAPIDS SHOW

Indian, Excelsior and Harley-Davidson Motorcycles Are Displayed

GRAND RAPIDS, Mich., Feb. 26.—The greatest motorcycle display ever shown in Grand Rapids was one of the features of the annual Grand Rapids automobile show which opened here Feb. 19. There were three exhibitors, showing the Indian, Excelsior and Harley-Davidson lines, as well as bicycle lines.

Howard Ferguson, who recently took over the agency for the Indian, had a novel exhibit with a complete line of the 1917 Indians, accessories and equipment.

The DeLye Motorcycle company, displaying the Excelsior, had a very striking layout. In addition to the motorcycle models and the sidecars, the DeLye company devoted space to the Cyclemotor, the Smith Flyer, Smith Motor Wheel and the Iver Johnson bicycle line.

The Harley-Davidson motorcycle and bicycle lines were shown by C. C. Cline, who arranged an attractive exhibit with six different models.

CYGNET COAST SALES JUMP UP

LOS ANGELES, Cal.—Under the constant urging of Factory Representative McKay, of the Cygnet, the sales of the rear car in this district have taken a sudden leap. Passmore & Sayre, Harley-Davidson dealers, have just disposed of two Cygnets, one to a collector in the City Water Department. The Fisk Rubber Co. has delivered Cygnets to its branches in San Diego and Phoenix, Ariz., from the stock which they bought a couple of weeks ago.

Standard on the R-S

DUCKWORTH

It is naturally fitting that DUCKWORTH CHAINS are standard equipment on the 1917 Reading-Standard Motorcycle.

You will find them, too, on 1917 Excelsior, Pope, Indian, Dayton and Harley-Davidson machines.

Quality will out, always.

Duckworth Chain & Mfg. Co.
Springfield, Mass.

"NORMA" BEARINGS
(Patented)

To the bearing-wise, it is significant that all the magnetos that have come, by their performance, to stand for dependable ignition—have "NORMA" Bearings as standard equipment. "NORMA" identifies high-grade ignition apparatus. In the interest of safety—see that the magnetos you use are "NORMA" equipped.

THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK
BALL, ROLLER, THRUST, COMBINATION BEARINGS

Here's the story of the "Exide" Battery

The "Exide" Motorcycle Battery is made by the oldest and largest battery maker in the country.

The "Exide" Battery is the original electric vehicle battery, the first commercially successful automobile starting and lighting battery, the battery used in a majority of the submarines of the U. S. Navy.

The special construction of the "Exide" Battery gives it great capacity, makes it easy to care for, dependable and long lived. These are some of the reasons why it has been chosen for use with the 1917 models of Harley-Davidson, Henderson and Reading Standard.

THE ELECTRIC STORAGE BATTERY CO.
PHILADELPHIA, PA.
1888-1917

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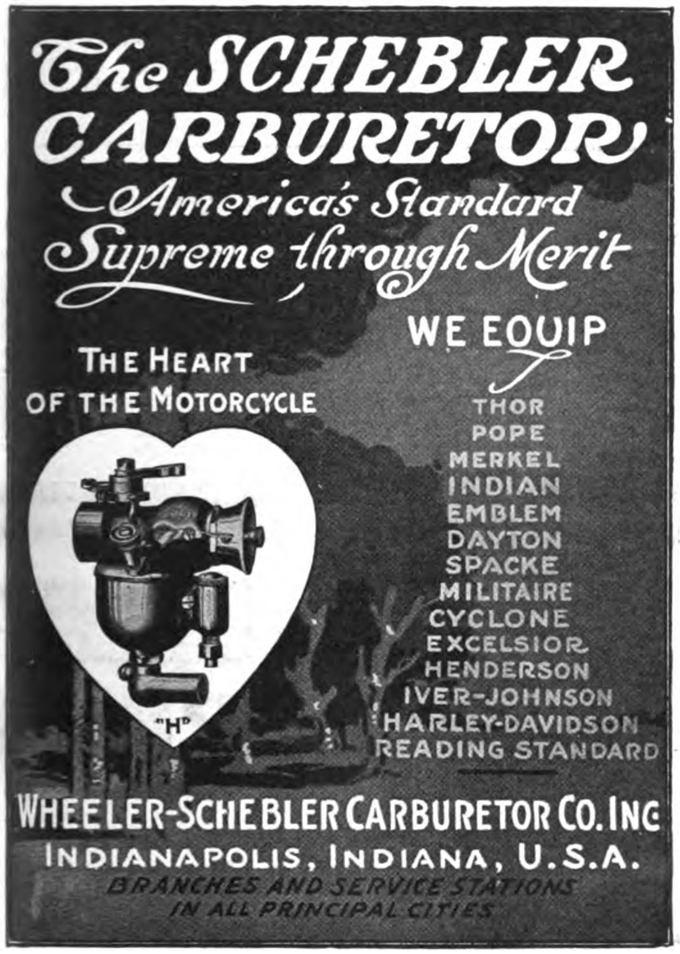

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America's Standard
Supreme through Merit

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SPACKE
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CYCLONE
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HENDERSON
IVER-JOHNSON
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WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

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(Patented)

PREVENTS ACCIDENTS
NOTE REAR SIGNAL
FOR MOTOR CYCLES
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Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

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No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

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Write to us for complete description

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Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

TACOMA TRADE TRENDS

Motorcycle Business Brisk; Moves and Changes Along Motor Row

TACOMA, Wash., Feb. 26.—The Tacoma Cycle Co. reports a brisk business in both motorcycles and bicycles for the past month. The company is working overtime in the repair department.

The Washington Cycle & Supply Co., handling bicycles and accessories, has opened roomy quarters at 1316-18 South A street.

The United States Rubber Co. has just occupied new quarters at 731 Broadway, in the heart of Automobile Row.

Roy Bean has recently been added to the force at the Tacoma Cycle Co., as assistant to Manager Johnson.

Ray Day, Indian agent, has received a large shipment of bicycles. Day recently made extensive improvements in his salesroom.

DISPLAYED AT AUTO SHOW

MANSFIELD, O.—Reinoehl's Garage had several Reading Standard motorcycles on exhibition at the local motor car show, and a number of prospects were lined up for spring sales.

THOR SALES IN ARIZONA

SAN FRANCISCO.—Z. Barton of the local Thor factory branch reports that one of his most active sub-agents is Lloyd, W. Hoskins, of Ray, Ariz., an old Thor rider, who recently took over the Thor agency for Ray and vicinity. Hoskins sent in a cash order last week for an electrically-equipped Thor outfit, and stated that orders for two more of the same style would come through in a day or two.

R-S AGENTS IN AKRON

AKRON, O.—The Reading Standard Company recently appointed Hood's Motorcycle Shop, 23 Furnace street, to handle the R-S machines in Akron and vicinity. The initial order of three machines left the factory last week.

CLYMER NOW A CARLOAD DEALER

GREELEY, Colo.—The call for Harley-Davidsons in this district has been so great that Floyd Clymer, local dealer, has broken into the carload class and wired the factory at Milwaukee for a big shipment of the 1917 machines.

MAASS SIGNS FOR THE R-S

TAMPA, Fla.—The Motorcycle Service & Exchange, Mr. Maass, manager, recently closed a contract to handle the Reading Standard machines in Tampa and vicinity. The initial order was for six machines, four of which have already been sold.

CYCLE SHOW IS PLANNED

SAN FRANCISCO.—Arrangements have been made for a general display of motorcycles and bicycles from March 3 to 10, in connection with the six-day bicycle race to be held during that period. The dealers of the city are enthusiastic in their support of the show, and confidently expect that it will be a big business stimulator.

DOWN DALLAS WAY

Harley-Davidson Sales Jump 125 Per Cent Over 1916 Business

DALLAS, Tex., Feb. 26.—The Harley-Davidson Sales Co. reports an increase of 125 per cent so far in 1917 sales over last year's business. Forty per cent of the sales this year include sidecars, which shows a 200 per cent increase in sidecar activity over the 1916 season. The company is making daily shipments of parts and shop tools to the border for repairs to army machines.

Ed. Moucatel, the Remy service agent, recently returned from Anderson, Ind., where he took a three weeks' course of instruction in Remy starting and lighting systems. The Harley-Davidson Sales Co. and the Remy agency both carry a stock of parts for the Remy electric system.

The Harley-Davidson Sales Company's mechanic, L. T. Schmid, has just returned from a two weeks' course of instruction at the Harley-Davidson plant. He has installed a battery charging machine for motorcycle batteries.

TWO TRADE VISITORS

SAN FRANCISCO.—F. D. Amal, who handles motorcycles and bicycles in Salinas, was a recent visitor in San Francisco.

L. E. Draper of Santa Cruz visited San Francisco a few days ago in order to procure two commercial sidevan outfits. Mr. Draper is proprietor of a thriving motorcycle and bicycle business in Santa Cruz, and when he discovered the openings for the commercial combinations he lost no time in locating them for his patrons.

The choice of the experienced rider is

Prest-O-Lite *The Only Practical Light for Motorcycles*

The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
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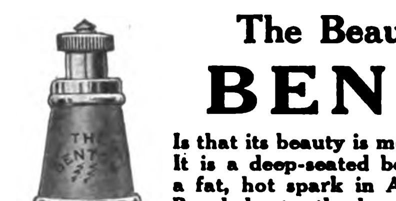
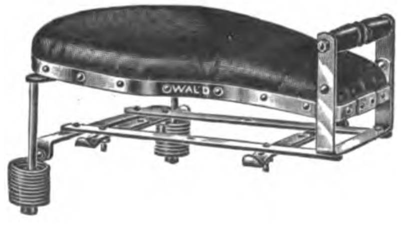


Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

The Beauty of the
BENTON

Is that its beauty is more than "skin deep." It is a deep-seated beauty—the beauty of a fat, hot spark in Alaskan cold or Palm Beach heat—the beauty of absolute spark plug performance over long periods. Case-hardened parts contribute toward making the beauty of a Benton lasting.

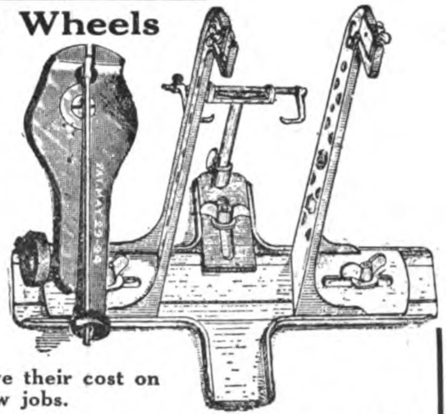
Write for your copy of "Spark Plugs—How to Make Them Give Perfect Service."

L. F. BENTON CO.
Vergennes, Vt.

Truing Up Wheels

There are two requisites for quick, accurate work

The Dudley Truing Stand
Price $6.50
AND
Perfection Nipple Grips
Price 75c.



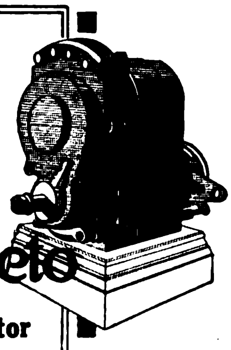
These tools will save their cost on the first few jobs.

STEVENS & CO. 375 Broadway, New York

Worth More

Does More

The
Berling Magneto



Just ask for it on your next motor

Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

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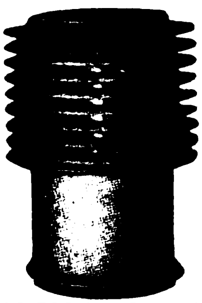
Expert Motorcycle Overhauling

Two Piece Cylinder



Our special designed machinery and equipment enables us to do the highest grade work at lowest prices.
Work guaranteed.
Prompt service.
Two-piece cylinders rebored and fitted with new piston and rings, each $6.25.
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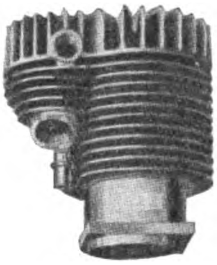

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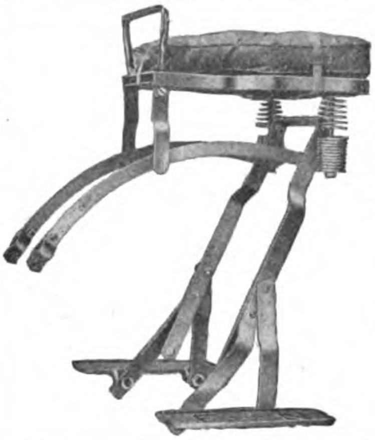
DEALERS. WRITE FOR PROPOSITION

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.



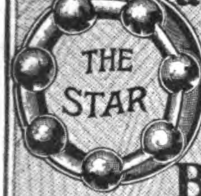
Specify F-N

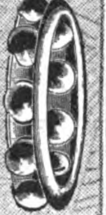
Don't just ask for "a tandem." Protect yourself. Be sure your machine is "F-N Equipt."

Price, $11.50 Each

Fentress-Newton Mfg. Co.
Detroit, Mich.

Wherever Ball Bearings are used you will find STAR Ball Retainers





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Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

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For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

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Repairs and Supplies
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300 W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3066 Chelsea

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Distributor
Harley-Davidson Motorcycles and Bicycles
New York Bronx Branch
563 West 116th St. Webster Ave. at 165th St.

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HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1881 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
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Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
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1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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Brooklyn, N. Y.

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Indian Motocycles
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Smith Motor Wheels—Iver Johnson Bicycles
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BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1031 Bedford Ave., Brooklyn

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

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INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

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18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

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Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

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READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
182 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
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Cylinders Rebored or Reground

Light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

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CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

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NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7083

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.

Literature furnished on request.
The Place of Satisfaction.

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726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

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FOR SALE

WE HAVE IN GOOD SHAPE 1916 Indian Electric, $225; 1913 Indian Regular Twin, $90; 1911 Indian Regular Twin, $65; 1914 Thor 5 h. p. Two-Speed, $60; 1913 H-D Regular Twin, $75. Will ship anywhere upon receipt of small deposit, balance C. O. D. Billy Teubner & Co., 208 N. Main St., Dayton, Ohio.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

SNAP—1917 Henderson three-speed; run 200 miles. Fitted with Presto tank, headlight, Corbin-Brown speedometer, F-N tandem, Handphone signal and magneto cut-out. Price $300. E. H., care Motor Cycle Illustrated.

EXCEPTIONAL BARGAINS—1917 twin Indian, 1916 single Indian, brand new, never ridden, $230 and $95. Three single H-D, fine twin excelsior. Howell, 217 Chestnut, Evansville, Ind.

CYGNET REAR CAR. Used for 1 week only; not a scratch on it. Price $75 if sold immediately. Write N. B., care Motor Cycle Illustrated.

ROGERS SIDECAR, used half of last season and as good as new. Price $50. X. X., care Motor Cycle Illustrated.

FOR SALE—1915 two-speed Henderson, first class condition, fully equipped, price $145. Send $25 deposit, balance C. O. D. Address J. M. Guest, 1233 Ellis Street, Augusta, Ga.

FOR SALE—Sears Deluxe motorcycle, 9 H. P., 1915 model, overhauled and enameled. Complete equipment, new rear tire, extra inner tube. $10 down, $100 C. O. D. Raymond Stewart, Spring Valley, Minn.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

THREE-SPEED INDIAN, Speedway motor, spring frame, electric equipment, speedometer, tandem, new shoe front, good rear shoe, 1915 model. Price $175. J. H., care Motor Cycle Illustrated

HARLEY-DAVIDSON, 1913 twin, tandem, speedometer, Presto headlight, Handphone. Bargain at $105. L. M., care Motor Cycle Illustrated.

TWIN INDIAN, 1914 model, electrically equipped and fitted with speedometer, watch and mirrorscope. Price $140. E. F. H., care Motor Cycle Illustrated.

VALUES EXTRAORDINARY! Quoted herewith are eight real, simon-pure bargains. Not specially selected, but samples of many, many more we have (just now) on hand. Rehauled, in splendid condition, thoroughly equipped and sold on our personal guarantee of money refunded if not as represented and satisfactory in every respect. Read carefully. 1914 Big Pope twin, fully equipped, $95; 1914 9 H. P. Eagle twin, fully equipped, $115; 1915 9 H. P. Eagle twin, two speed, fully equipped and tandem, run only a little, $175; 1913 fast Indian twin, A1 shape, looks like new, $90; 1915 Indian two speed, overhauled, equipped, $135; 1915 Indian three speed, equipped with everything, $170; 1915 Kick Start H.-D. Big Twin, fully equipped, $145; 1916 Powerplus, run 7,000 miles, equipped, $210. Full details on request. Bank reference, Hyde Park National. Crout Motor Co., 791 River St., Mattapan, Mass.

FLYING MERKEL parts for sale, magneto, carburetor, tires, seat, clutch, cylinder, crank case, 1914 Indian, 1914 fork. R. L. Rourke, Webster City, Iowa.

POPE LIGHTWEIGHT. 1916 demonstrator; has not been run over ten miles. Bargain at $100 for quick sale. G. J., care Motor Cycle Illustrated.

BUSINESS OPPORTUNITY

FOR SALE—Well established motorcycle business in one of the best towns of Southern California. Have a good agency and a fine repair trade. For particulars address C. A. S., care Motor Cycle Illustrated.

HELP WANTED

FIRST-CLASS experienced Bicycle Repair Man. Best salary paid to the right party. Steady position year round. Address C. G., care Motor Cycle Illustrated.

WANTED—Good, reliable man to travel in Middle West for one of the larger motorcycle manufacturers. Applicant must have had experience in calling on retail bicycle and motorcycle trade. Apply in own handwriting, stating age, experience, salary expected, and references. E. M., care Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience W. M. Sharpe, 118 West Broadway, New York.

DEALERS ATTENTION—We are in a position to handle any kind of storage battery repairs; don't discard them if they don't hold or take a charge, send them to us, our charges are reasonable. Service station for Wico Storage Batteries. Billy Teubner & Co., Dayton, Ohio.

WANTED—Lightweight motorcycle in first-running order, Cleveland preferred. Also Smith Motor Wheel. Harold P. Smith, Box 404 Groton, N. Y.

WANTED—1916 Harley-Davidson sidecar in good condition. State price. Palmer, 148 Montague St., Brooklyn, N. Y.

REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEMS

Cash Your Advantage While You Have It

More motorcycle manufacturers are putting electric equipment on their product.

Today, Harley-Davidson gives you an entering wedge with an equipment of proved success—The Remy Lighting and Ignition.

The electrical features of Harley-Davidson are unique. They are an added attraction to the buyer. They are an additional reason for buying a Harley-Davidson.

There's money for you in these truths, if you are a Harley-Davidson dealer.

Not in the profit of the moment. But in the greater business you can surely build by pushing the electrically equipped Harley-Davidson.

People want conveniences in their vehicles. They prefer to turn their lights on by the twist of a switch. To sound the horn by the touch of a button.

Since electricity came into commercial use, it has always been the badge of progress.

Electricity takes the place of gas for lighting our homes. It is taking the place of gas for cooking our meals.

Isn't it logical that it should take the place of gas for lighting motorcycle lamps—especially when the same system furnishes current for firing the engine, too?

There can be no question about it, to our way of thinking.

Harley-Davidson gives you the best it has. Harley-Davidson wants you to succeed, wants you to build a big business, to sell all the motorcycles you can.

So Harley-Davidson gives you Remy-equipped machines because it believes you can do better with them.

Cash these advantages, now. Turn the success of the Remy-equipped Harley-Davidson into success for yourself.

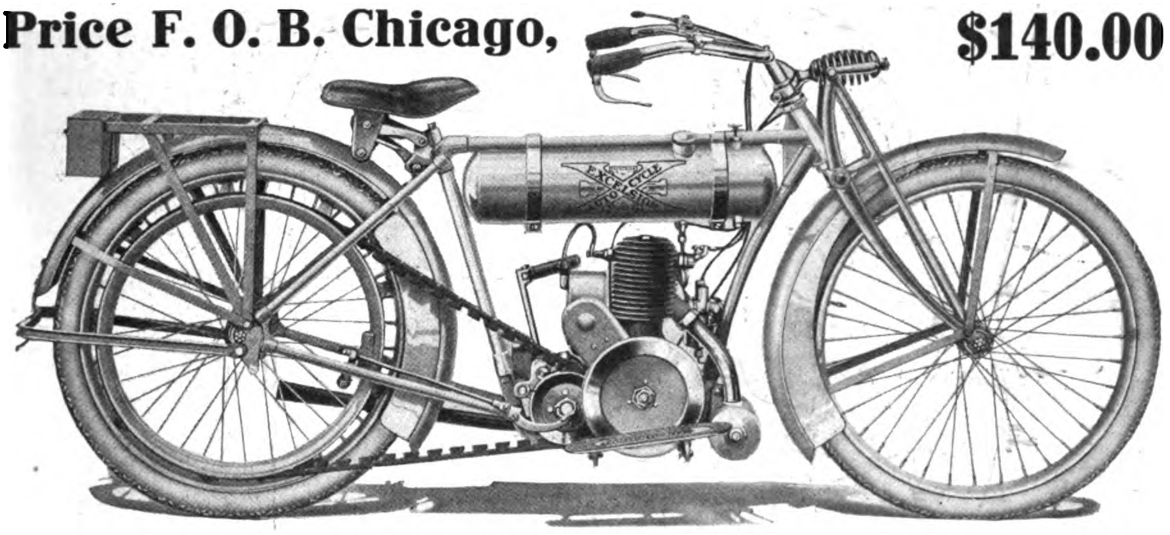
CONSTANT REMY SERVICE

Remy Electric Company
Sales and Engineering Offices
Detroit, Mich.
Factories and General Offices
Anderson, Indiana

This Is The Model L-18

EXCELSIOR LIGHTWEIGHT

Price F. O. B. Chicago, $140.00



The Sane and Sensible Motorcycle for all individual Service.

Every detail of highest quality in design, material and workmanship.

MOTOR—Single cylinder, two stroke, 2¼ H.P. Simple, efficient, and infallible; only three moving parts and no adjustments.

LUBRICATION—Strictly automatic, without pumps or other accessories.

IGNITION—High tension magneto, armored type, driven by enclosed silent chain.

CARBURETOR—Schebler, specially designed for this motor. Simple and automatic.

MOTOR STARTER—Segment and pinion type, foot operated with folding lever. Powerful and positive.

CLUTCH—Multiple disc type on motor shaft. Controlled by grip lever on left handle bar.

TRANSMISSION—Two-speed gear, sliding clutch type, all parts nickel steel drop forgings; contained in an oil tight aluminum housing. Main shaft carried on annular ball bearings; secondary shaft on Non-Gran bronze bushings. Gear shift by lever on left side of machine.

BRAKE—Shoe type, acting on belt sheave, operation by lever near right foot board.

FRAME—EXCELSIOR straight line, built of highest quality seamless steel tubing and nickel steel drop forgings. No casting or stampings used in its construction. Motor and two-speed gear carried on drop forged, nickel steel support.

FOOT RESTS—Long folding platform made of drawn steel and rubber covered.

SADDLE—EXCELSIOR special shock absorber; comfortable, light and unbreakable.

FOOT RESTS—Drop forged steel, rubber covered, folding type.

FINISH—EXCELSIOR gray, all exposed metal parts, except crank case and other aluminum parts, heavily nickeled and hand buffed.

WHEELBASE—51 inches.

The Handle-bar Control, Lightweight and Simplicity of Model L-18 make it the most Convenient, Safe and Economical means of personal transportation ever devised. A rational combination of Comfort, Safety, Pep and Ginger.

See the Dealer or Write for Circular

EXCELSIOR MOTOR MFG. & SUPPLY CO.

Office and Factory, 3703 Cortland St., Chicago

WESTFIELD MFG. CO.
Columbia
WESTFIELD MASS. U.S.A.

He Rode a Columbia Too—

and he's telling the youngster about it. The old, familiar nameplate places them both on an equal footing. And that's the way it goes. Hundreds of grown-ups speak of their bicycling days in terms of

Columbia
Bicycles

This is only natural. A bicycle cannot serve the public for thirty-nine years without creating a background of friends. It is this background, together with the merits of the bicycle itself, that every year makes new friends for the Columbia.

Every model in the line is a strong seller. Now is the time to take these famous bicycles and go out and do what dealers have been doing for years. Increase your profits and prestige and show your customers that you are offering them bicycles that give unqualified satisfaction.

Westfield Manufacturing Company

Department 11 Makers of Pope Motorcycles Westfield, Mass.

Sales of Harley-Davidson motorcycles in Latin America this year show an increase of 146% over a year ago.

Sales of Harley-Davidson sidecars in Latin America are 149% ahead of sales for the same period last year.

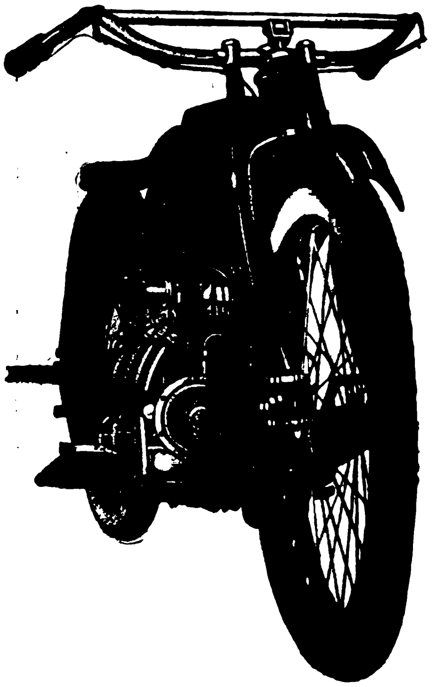
The big reason for this substantial gain in business is the **genuine value** back of the 1917 Harley-Davidson products.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

Accessibility

EASE of "getting at" all parts of the simple four-cylinder motor is an advantage which experienced riders appreciate. Cylinders may be removed for cleaning carbon, examining piston rings, etc., without taking the motor out of the frame. By removing the oil pan, the crankshaft, camshaft, connecting-rod bearings, and transmission are exposed for examination without disturbing cylinders, manifolds, carburetor, magneto, or timing gears. The magneto and carburetor are located so as to be easy of access for adjustment or cleaning whenever desired.

But while easy for the rider to get at, all vital parts are protected from accident by the special suspension-cradle type of frame, which completely encloses the motor within its side members so that no parts project beyond the heavy frame tubes to be damaged by a fall or other mishap.

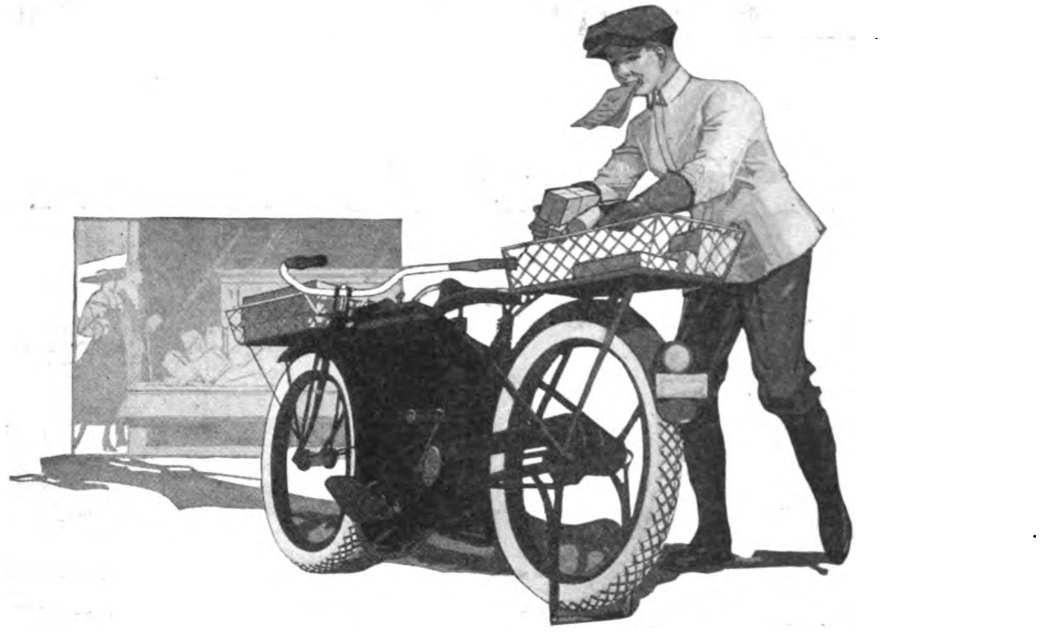


Actual weight of the 1917 Three-speed Henderson, 299 pounds.

55 to 104 Miles per Gallon of Gasoline under Mid-Winter Road conditions.

HENDERSON

HENDERSON MOTORCYCLE CO., Detroit



BLUE STREAKS

They Deliver

There is a big field open to aggressive dealers through the sale of motorcycles to merchants for delivery service. And one of the strongest arguments to such merchant-prospects is the Goodyear Blue Streak Motorcycle Tire.

Talk delivery service and Goodyear Blue Streaks at the same time. For these are the tires that really deliver. A motorcycle is no better than the tires that carry it. And a merchant's motorcycle delivery service is no real asset in business if it is hampered by frequent tire-trouble shut-downs.

The modern retailer's business today demands superior delivery facilities. His deliveries must be unfailing and prompt.

If they are not, his competitor will get his business.

So when you sell a merchant Goodyear Blue Streak Motorcycle Tires you show him the way to efficient deliveries. And by the same argument you help him reduce his operating expense.

Let Blue Streaks help *you* sell motorcycles in this way. There is a big profit field open to you.

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton	Harley-Davidson
Excelsior	Reading Standard
Indian	Henderson
Thor	Iver Johnson
Pope	Emblem

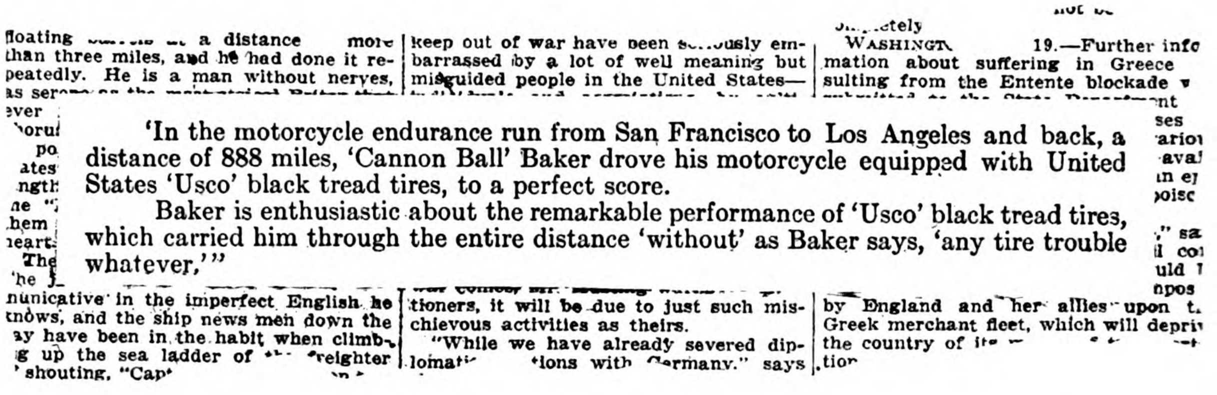
Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

GOODYEAR
AKRON

A Perfect 'Usco' Score



floating [illegible] a distance more than three miles, and he had done it repeatedly. He is a man without nerves,

keep out of war have been seriously embarrassed by a lot of well meaning but misguided people in the United States—

WASHINGT[illegible] 19.—Further info[illegible] mation about suffering in Greece [illegible] sulting from the Entente blockade

'In the motorcycle endurance run from San Francisco to Los Angeles and back, a distance of 888 miles, 'Cannon Ball' Baker drove his motorcycle equipped with United States 'Usco' black tread tires, to a perfect score.

Baker is enthusiastic about the remarkable performance of 'Usco' black tread tires, which carried him through the entire distance 'without' as Baker says, 'any tire trouble whatever,'"

[illegible]nunicative in the imperfect English he [illegible]nows, and the ship news men down the [illegible]ay have been in the habit when climb[illegible]g up the sea ladder of [illegible] freighter [illegible] shouting, "Cap[illegible]

[illegible]tioners, it will be due to just such mischievous activities as theirs.

"While we have already severed diplomat[illegible] [illegible]tions with Germany," says

by England and her allies upon t[illegible] Greek merchant fleet, which will depri[illegible] the country of it[illegible] [illegible]tion

As the manufacturer of the famous 'Usco' Black Tread Motorcycle Tire referred to in the foregoing news item, clipped from the regular columns of the press and not "inspired" by us, we are not surprised that Mr. Baker made a perfect score when he had the wisdom to choose the 'Usco' Black Tread.

Thousands of enthusiastic motorcyclists all over America *insist* on the 'Usco' Black Tread *all* the time because it *always* gives a perfect score.

The demand for the 'Usco' Black Tread is growing rapidly. Are you growing with the demand? Are you laying in a heavy stock of the 'Usco' Black Tread—*the motorcycle tire that makes a perfect score.*

Make sure of your old customers as well as your new by specifying the 'Usco' Black Tread on all your machines. The manufacturer will be glad to honor your specifications without a cent's extra cost.

United States Tire Company
1790 Broadway, New York

MOTORCYCLE ILLUSTRATED
For the Rider and the Trade
13 PARK ROW
NEW YORK

Volume 13 **March 8, 1917** **No. 10**

5,300 Miles by Sidecar

Springfield, Ohio, Tourists Cross Eight States and Encounter Fifty-Seven Varieties of Mud on Three Months' Journey, but Plan Still Longer Trip for Coming Summer; Simple Equipment Met All the Requirements

Road Experiences in Parts of Colorado and Wyoming Recall Tribulations of Early Pioneering Days

By WALTER GRISSO

This Scene, Snapped in Illinois, Was Typical of the Conditions Found Throughout Much of the Tour

JOE MITCHELL, William Mitchell and the writer started from Springfield, Ohio, on June 14, 1916, for a pleasure trip through the West, using Harley-Davidson motorcycles equipped with sidecars. One car was used for carrying the luggage and the other was occupied by Joe Mitchell. Joe had never driven a motorcycle, so we put him in the side car. Bill had two years' experience, while I have been riding for seven years.

We decided to live in the open air during the entire trip, and included in our equipment a 7 x 7 tepee tent, made for our requirements and having a bottom sewed to it. The tent was painted all over with a waterproof coating. We used a pole made in two sections. The tent could be put up or taken down in less than five minutes, as there were only four pegs to drive. We used malleable iron pegs, which weighed only five ounces each.

Our cooking outfit consisted of a gasoline stove, made from a one quart gasoline blow torch—a burner was made for it similar to the burner on an ordinary gasoline stove; an aluminum spider or skillet, a four-quart stew kettle, a five-cup coffee pot, three aluminum plates, three aluminum cups, knives, forks, spoons, an egg-carrier holding one dozen eggs and a small wash basin.

For food we carried at all times bacon, eggs, beans, salt, sugar, lard, condensed milk, soda for cooking beans in the mountains, potatoes and onions. Other food supplies, such as pork chops, sausage, canned goods, etc., were bought as we needed them. While camping in the mountains and in Wyoming we carried ten pounds of prepared pancake flour and a can of syrup.

Other equipment included a 25-20 Winchester repeating rifle, a .32 target pistol with rifle stock, a 2½x4¼ kodak, a lantern, aluminum shaving mug and razor, fishing tackle, two extra tires and an assortment of repair parts for the machines. Each machine carried a 2½-gallon water bag. For our bed coverings we used extra heavy wool blankets. They were a quarter of an inch thick and therefore only one was necessary for each person.

The machines were protected at night from rain and dew by a cover made from eleven-ounce duck and waterproofed the same as our tent. Painting the motorcycle covers and tent with waterproofing made them turn water like rubber, so we did not have to sit around and wait till they dried out before rolling them up, and we could stretch our tent upon the wet ground and grass.

Our route was through Indianapolis and Terre Haute, following the Old Trails road. We stopped for a day in Terre Haute waiting for the roads to dry out, as it had rained during the night and we were told that the roads were very bad between Terre Haute and St. Louis. The next day we started out. The roads were fair for a short way, and then we got into the mud. Perhaps I should call it Illinois glue, for it was nearly as sticky as glue. The machines were soon covered with clay from front to back, and it kept us busy cleaning the sticky clay out of the mud guards and front forks.

One of the machines struck a mudhole and the splash was so bad that the carbureter grabbed a mouthful and swallowed it. The doctor said an operation was necessary, so he took out the insides and cleaned them. After an hour's delay we were on our way again.

Down to the Hubs in Mud!

About twenty miles farther on we went down to the hubs in mud. We did not mind mud three or four inches deep, but when it came to sinking down to the hubs and having to get out and push, going down ourselves knee deep, it was enough to make the average rider forget his religion. After snapping a picture, we all set to work to get the machines through, and by the power of the machines and our combined efforts in pushing we got through. The back wheel kept such a steady stream of mud and water going through the air that it would have made a fire engine ashamed.

We got half way to St. Louis that day and camped along the roadside over night. Next day we fought red clay all day, but finally reached Collinsville, Ill., which is only 12½ miles from St. Louis. We stopped for a day here, camping just outside the town. There we cleaned the machines, oiled the chains, etc.

Recovering a Stolen Mount

Next day we rode into St. Louis and stopped at the Harley-Davidson agency for a few minutes. While there we met a traveling salesman for the Cleveland lightweight, who was on his way to the coast, placing agents as he went. The Harley-Davidson agent told us that he had had a three-speed twin stolen during the night, and he gave us the motor number and description of the machine and asked us to be on the lookout for it.

When we arrived at St. Charles, Mo., we had to cross the Missouri River, and while there we saw a machine that answered exactly to the description given us. After looking at the motor number we found that it was the machine. The rider was being detained for not having a tag. We told the Sheriff about the theft and showed him the motor number. He took charge of the young man.

The Party Camped for the Night. Although the Tent Was Small It Is Reported to Have Met All Requirements of the Tourists

We proceeded on our way, passing through Columbia, Mo. We stopped at the Harley-Davidson agency there and learned that the agent and nearly all the local riders had gone to Mexico for service in the U. S. army. The agent had placed a friend in charge of the store. We rode on, stopping at Grand Pass, Mo., where we camped in a school yard over night.

Next morning we had an early breakfast and were all ready to start when we sighted an approaching storm. It developed into an all-day rain, which compelled us to remain where we were. One of the officials of the school lived near by and he came over and unlocked the building and told us to make ourselves at home.

Next morning the sun came out, but the roads were in a terrible condition. We decided to start, however, but after traveling one square the front wheel and sidecar wheel were sliding instead of turning, being clogged with black gumbo clay. By cleaning the clay from the wheels every 400 or 500 feet we managed to make three miles in 1½ hours, and then we gave up the fight. The sun was out very hot, so we decided to lie along the road for a while. An auto party from Texas came along, and they were having a tough time, too. They said they had made 15 miles in five hours, driving in low gear all the time.

In Camp Over Sunday

We started out again after waiting three hours, and finally reached the good road, which extended 25 miles eastward out of Kansas City, Mo. At that distance from the city there is a large pond and a nice place to camp, so we stayed there over Sunday and cleaned up and oiled the machines and chains, etc.

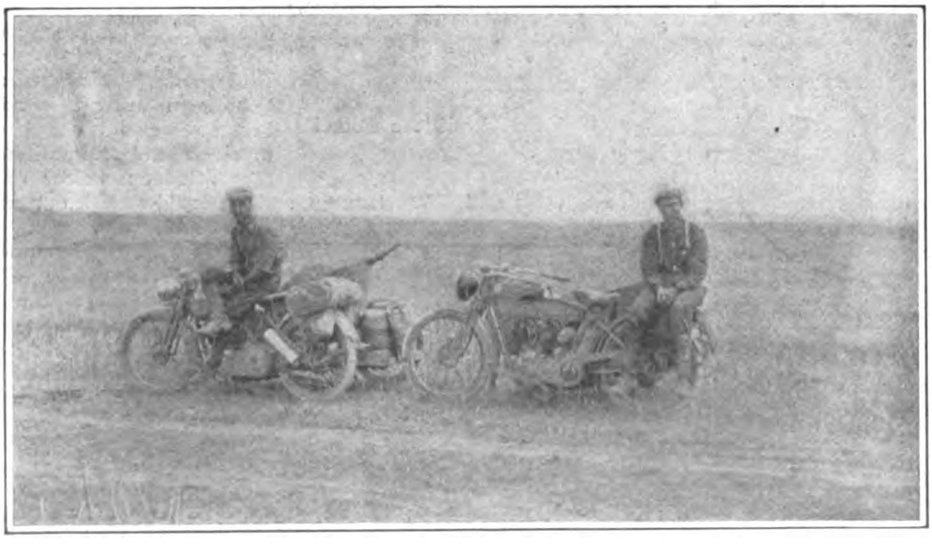
Monday morning we rode into Kansas City, where we spent four days, leaving there on June 29, accompanied by a Harley-Davidson salesman, who escorted us out of the city. Then we had about 25 miles of dirt road that was all cut up and had not yet been dragged. After getting through this stretch the roads were fair.

We reached Herington, Kan., and camped at a schoolhouse just outside the town, finding the building unlocked and ready to be occupied. Writing on the blackboard indicated that a number of tourists had been there. Needless to say, the shelter was very welcome.

On the Santa Fe Trail

Next morning we continued on our way, following the Santa Fe Trail to Dodge City, Kan., where we remained for the big race on July 4. We camped about three miles southwest of the town. July 5 we left Dodge City and rode to Hasty, Col. The sun was very hot all day, and we had difficulty in getting good water, as nearly all of it had alkali in it. We had good roads all day, which took us over the prairie most of the way.

From Hasty we rode to Pueblo, Col. There we met Walter Whiting, the Harley-Davidson agent in Denver, who was on his way back from Dodge City. We camped a mile out of Pueblo on the Rainbow Route to Canon City. Next morn-



A Welcome Change in Road Conditions. This Picture Shows the Travelers Making the Most of "Good Going" on a Wyoming Prairie

What Happened When One of the Machines Rolled Down a Bank of Its Own Accord and Struck the Belle Foos River in Wyoming

ing we killed a rattlesnake only about 25 feet from our tent.

We rode to Canon City, stocked up with provisions and then drove to the top of the Royal Gorge, where we camped for two days. While there we took a hike on foot down the mountainside and through the canyons to the Gorge, through which the Arkansas River rushes. The D. & R. G. Railroad runs along the edge of the river. We walked down the track a short way to the hanging bridge, which is held by spans across the Gorge. After seeing the hanging bridge we were ready to start back to our camp, but dreaded the climb up the mountainside and through the canyons, as the air is so rare that it soon tires a person out, so we decided to climb the wall of the Gorge, which is said to be one-half mile high. We made fairly good headway, but had to rest quite often. We had to be very careful, as a slip would have meant a fall of several thousand feet. We finally reached the top. It took 1½ hours to make the climb, and we all agreed that we had had enough of mountain climbing for a while.

From the top of the Gorge we descended and drove over the Skyline Drive, which is beautiful, but with grades. They required wide-open throttle on low gear, which was 10 to 1. After descending we took in the tunnel drive, which is only a short distance away. This is also a beautiful drive, as it passes through a series of tunnels following the Royal Gorge.

A Mistake in the Route

After returning to Canon City we set out for Cripple Creek, Col. We rode about 18 miles and camped for the night in the mountains. Next morning we journeyed on, the road turning out to be nothing but a wagon trail. We got out our Blue Book and looked up the route to Cripple Creek and found that we had been sent over the wrong road. This taught us a lesson—to use our Blue Book before leaving each town. We rode on to the next house and inquired if we could get to Cripple Creek over the road we were on. We were advised that we could, but with difficulty, as no motorcycles or autos ever go over this road, and it was 20 miles longer.

We had already traveled 28 miles, so decided to continue. We had not ridden over four miles farther when we came upon some grades that appeared to go straight up, and our 11 h. p. motors were coughing their last when we reached the top; we had them geared for the mountains, too, being 10 to 1 on low and throttle wide open. The motors do not pull so well in the high altitudes, due to the light air. It was necessary to adjust the carbureters quite often, giving them all the air possible and cutting down the gasoline.

10,000 Feet Above Sea Level

We finally reached Cripple Creek in a drizzling rain, and it was quite cold, being at an elevation of nearly 10,000 feet. We had traveled about 45 miles from Canon City, and two-thirds of it on low gear. After enjoying a chicken dinner we put the machines in the garage and decided to stay in town over night. In the evening we had the pleasure of meeting C. E. Clark, Harley-Davidson agent in Cripple Creek.

We left Cripple Creek for Colorado Springs, over a fine drive through the mountains, with good roads all the way. We rode five miles with the engine stopped, coasting down steep grades. After taking in the sights around Colorado Springs we left for Denver, where we spent one week in sightseeing.

Camping in Denver

We stopped at the tourists' camping ground, which is located in the City Park. This camping place is free to all tourists, there being 20 to 40 there daily. Firewood is furnished free. All the attractions in the park are free to the public.

From Denver there are many interesting drives for the tourist. We drove over to the Continental Divide at Berthoud Pass, which is 63 miles from Denver. It is a beautiful drive, going over Lookout Mountain and through Idaho Springs. The final climb to the top of the divide is four miles long. When we reached the top we had the opportunity of throwing snowballs in July. We ran our machines in the snow and snapped a picture. The elevation at this point is 11,306 feet.

It was too late to start back to Denver, so we decided to stay at the top all night, but were compelled to sleep on the ground without tent or blankets, as we left them in the camping ground at Denver. We slept beside a large campfire made from fallen pines, and kept fairly warm until about 2 o'clock in the morning; then it commenced to get bitterly cold and we nearly froze, despite the large fire.

In the morning we had breakfast and returned to Denver, getting caught in a hailstorm on the way back. On July 21 at 3 p. m. we left Denver for Cheyenne, Wyo. We camped on the prairie about 25 miles from Cheyenne, Wyo., and had prairie dogs and rattlesnakes for company.

Next morning we rode into Cheyenne. We had excellent roads all the way from Denver. We left Cheyenne on July 23 for Douglas, Wyo., having a very bad road all the way. It had just been graded and was covered with loose sand from six to 12 inches deep. We were compelled to ride the prairie a large part of the way

(Continued on page 33)

A Heart-Breaking Stretch of Gumbo Road on the Lincoln Highway Route Through Iowa. The Tourists Called This "Fair Going!"

The Weekly

NEWSY EXPLOITS OF THE CAMERAMA

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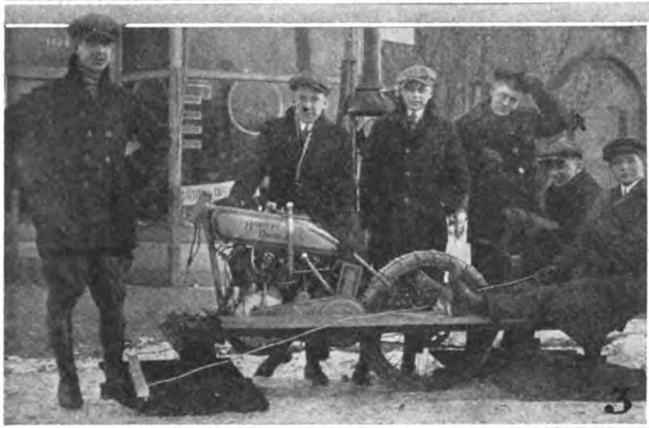
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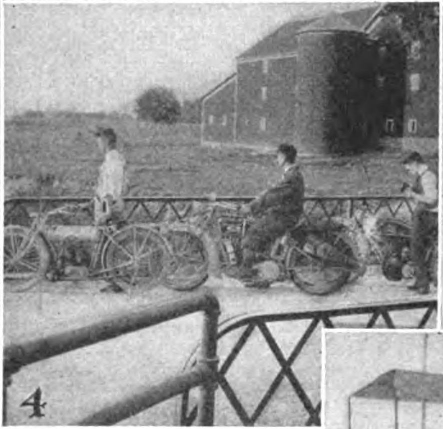
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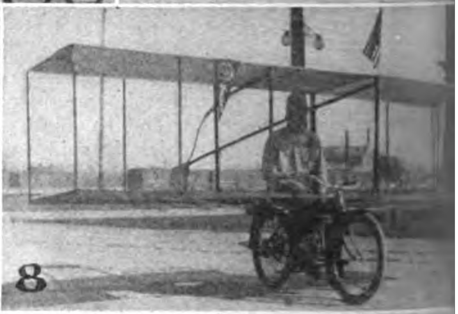
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REEL 1, **Scene 1**—Still another glimpse of the First Motor Battery riders as they appeared on duty near Tarrytown, N. Y., recently while guarding the water supply system.

Scene 2—Ben Bresee, Harley-Davidson dealer in Fresno, Cal., recently tried out one of the new models on a mountain trip. The photo shows Ben and his companion.

Scene 3—Being all-year boosters, Ambler brothers, of Niagara Falls, fixed up this trim little snow craft and created quite a hit with it. The outfit has made 50 miles an hour.

Scene 4—A trio of Excelsior boosters, mounting two Big Twins and a lightweight, near Nappanee, Ind.

Scene 5—The red-blooded roadsters of Manitowoc, Wis., scorn boulevard riding and prove it by hitting the trails when the snow is hub deep. The picture is from Charles Selk, Jr.

Scene 6—An attractive winter morning scene in Bronx Park, N. Y. Harry S. Brackner, of Yonkers, takes a highly appreciative sidecar passenger out for a spin.

Scene 7—J. M. Yoder, Excelsior dealer in Nappanee, Ind., believes in doubling up his sporting opportunities, and welcomes an opportunity to make a fishing trip.

Scene 8—Speaking of preparedness, and nearly everybody is in these days, Lloyd & Mayer, Indian dealers at Ft. Collins, Colo., won first prize on "Skookum" day with this novel motorcycle "airplane."

Scene 9—C. Z. McClean, a veteran motorcyclist of Noble Lake, Ark., reports that Mrs. McClean and the youngster are the strongest boosters imaginable for the Excelsior sidecar combination shown in the picture.

Motorgraphs

PRESENTED IN TWO REELS ~ ~

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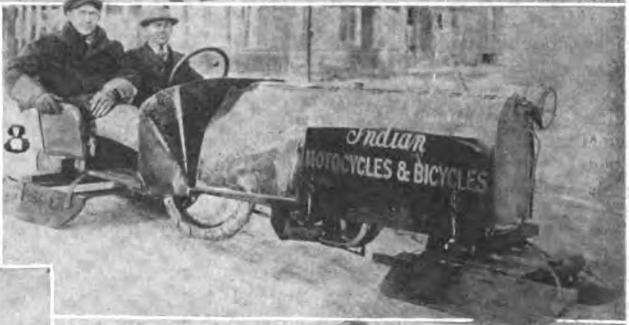
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REEL 2, **Scene 1**—J. Ralph McCook, Lewistown, Pa., has implicit faith in the future of the motorcycle business, and proved it by throwing up a $42.50 a week job and opening the Indian agency shown in the photo.

Scene 2—The Dayton Motor-bicycle in a new setting. The rider is a mechanic in Cleveland.

Scene 3—On her way from College Point, L. I., to Monroe, N. Y., Miss Gabriel McCracken, Pope enthusiast, hesitated long enough to let the camera man make this snapshot.

Scene 4—Photo by Charles Fuller Gates, showing a party on the Ben Lomond road in the Santa Cruz mountains.

Scene 5—Here's comfort in spite of Jack Frost. Lew W. Hutchinson, of Manchester, N. H., in his 1916 Indian and sidecar on runners. Note the double wind shields.

Scene 6—New Jersey M. C. riders warming up during a recent Sunday run. Holton photo.

Scene 7—Albert O. Proenneke, St. Louis, Mo., with the machine and kit which took him successfully from St. Louis to Keokuk, Ia., last fall. The machine is a 1914 model.

Scene 8—This motorbob deluxe was designed and built by P. B. Rutan & Son, Indian dealers in Elmira, N. Y.

Scene 9—The exhilaration of cold weather riding is no longer confined to the sterner sex. If you are skeptical, take a flash at the pair of smiling damsels with their R.-S.

Scene 10—A little acrobatic stunt in the snow, as staged by Charles Selk, Jr., of Manitowoc, Wis.

Scene 11—Miss Katie Schaefer, of St. Louis, Mo., has put her O K on the motorcycle and is a constant booster for it.

Organizing a "Live" Club

It Couldn't Be Done in Omaha, According to Precedent, But a Little Gathering of Willing Workers Proved Its Possibilities

How the New Organization Was Put on Its Financial Feet

BY JAMES C. VAN AVERY,

President, Omaha Motorcycle Club

UNTIL the spring of 1915 it was pretty generally agreed that a motorcycle club in Omaha was sure to be a failure. When questioned in regard to their ideas on motorcycle clubs, the wise ones would shake their heads and point out the fact that three previous clubs had smashed to pieces on the rocks of jealousy. One of these was an elaborate affair involving the expenditure of over $1,000; the second permitted too much quarrelling about the various makes of machines; and the third, the dealers' club, bloomed and withered in a single month. It seemed almost impossible to get the riders together without factional strife.

But several of us determined that we would establish a motorcycle club that would be free from the faults of previous clubs, and we therefore called a meeting of riders at a dealer's store. About 30 riders assembled at this first meeting, and after a discussion with regard to organization, a temporary chairman was elected to take charge of affairs. The following week we met at the store of another dealer, elected permanent officers and took up club work in earnest.

No Dealers in Office

It was decided to include as many riders as possible in the club and to do this we placed the initiation fee at $1 and the monthly dues at 50 cents. To prevent factional differences, dealers were barred from holding office and the discussion of the merits of the various makes of motorcycles was prohibited within the club rooms. We planned to hold a club run every Sunday, to start from a central place away from any dealer's store. In order to keep free from debt, we agreed to meet at dealers' stores until enough money was obtained to secure well-equipped club rooms.

For four months we held weekly meetings, visiting each dealer in turn. The dealers were very willing to co-operate with us, as they saw that it was to their best interests to do so. Nearly every Sunday or holiday we held a club run, visiting neighboring cities, with an occasional chicken dinner, picnic, wiener roast or sociability run to keep up the interest.

In order to raise more funds we organized a prize competition for which a motorcycle was put up by the club. The winner received his choice of any make of machine sold by the different dealers. This plan netted the club a clear profit of over $125, the machine being furnished to the club at cost. Several racemeets netted a few dollars. In the meantime the members continued paying in their dues, so that by October first we had about $250 in the club treasury.

Winter coming on, we selected club rooms in a part of the city where the rent was low, equipping them with furniture consisting of chairs, reading tables, card tables and a desk. Later on we purchased a second-hand pool table. The rooms rented for $18 a month. Light, heat and other bills brought our expense up to $25 a month. Our membership being well over 50, the club became a self-supporting affair. During the winter we held different entertainments, such as parties, smokers and dances.

In the spring we resumed riding activities and the club flourished splendidly. A 400-mile endurance run to Kansas City and return was successfully promoted and carried out. Club runs, chicken dinners, fishing trips and every possible event that would stimulate and increase interest in the sport were held. Several joint meets with other clubs furnished much enjoyment.

During the fall of 1916 the need for more modern club rooms became pressing, and it was decided to move to better quarters. Then for the first time factional differences arose as to the club location. Several members, unable to secure what they demanded for a location, resigned from the club. It looked as if a dangerous split was about to occur, but members who had never taken much interest in the club affairs came to the rescue and saved the day.

New and modern club rooms in a central location were secured and the club membership was greatly increased by diligent work on the part of these willing workers. The increase in membership more than offset the desertions. In spite of severe cold weather during the fall and early winter, we held a large number of events. One of these, a fox and hound chase, was given much publicity by local newspapers. Two rabbit hunts, a banquet, two dances, and a chicken shoot have been the principal events of the fall and winter season.

Everybody Satisfied

The Omaha Motorcycle Club is now almost two years old and is more firmly entrenched than ever before. Factional feeling among the members has disappeared and all are loyal to the organization. Riders are unanimously agreed that never before have they secured so much enjoyment from the sport. Dealers find their business materially increased by the club's boosting work. Lasting friendships have been made among the individual members and the spirit among the riders has greatly improved.

The open muffler and the rowdy have been almost eliminated. It is apparent that the sport has been elevated by the club work in this regard. Looking back over the pleasures of the past two years, those who gave their efforts unsparingly to establish the Omaha Motorcycle Club, feel that the results obtained were well worth the effort. There is every reason why we should continue and grow stronger.

VEHICULAR EXTREMES MEET IN PICTURESQUE SUMATRA

E. N. Warden, of Holland American Plantation Co., Blocking Traffic with His Harley-Davidson While the Cameraman Snaps a Picture at Kisaran Asahan, Sumatra, D. E. I.

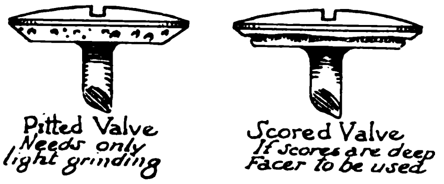
Valve Grinding Suggestions

Conditions Which Call for This Operation and the Most Effective Methods of Performing It; Regular Inspections Reduce Work

Reaming to Be Employed Only in Extreme Cases

BY D. R. HOBART.

NO one over got the best out of a motor when the valve surfaces were not in top-notch condition. I don't mean to say that a motor won't pull with the valve faces slightly scored or pitted, but it certainly won't act the way it should under those conditions. Anyone can prove this by putting on an extra load and noting the difference between the motor's performance and how it acts with the same load after the valves are ground in.


Pitted Valve
Needs only light grinding
Scored Valve
If scores are deep Facer to be used

When Grinding Is Needed

Lots of riders duck out of valve grinding as long as possible, as they consider it a tiresome job. The condition most valves get to before the owner is forced to dress them up to have the motor pull at all, requires some work to bring them back to gas tightness, but the time and labor of grinding can be cut away down if the rider will look over his valves at regular intervals.

To show the possibilities of the regular look-over of the valves, here's an example. The machine has been ridden 5,600 miles to date. The two inlet valves have been ground in once each, the operation taking 6½ minutes in each case. The exhausts have been ground twice each, not more than 8 minutes being used for each grinding.

The operations didn't take much time, as you will note, because the owner threw in a dose of kerosene after every run and examined his exhaust valves every 500 miles. The kerosene cut down carbon deposit, which was one reason his valves didn't pit up the way most do. One of the inlet valve grindings was due to a piece of grit getting on the seat after 3,000 miles of running.

It doesn't require much thinking to appreciate that grinding out a few shallow pits is a nicer job than fixing up grooves that you could almost drag a cat through.

An Effective Signal

Unless the motor is pretty well carbonized, the exhaust valves can be caught at the "pock-mark" stage by noting when the compression gets faulty. When the power starts to fall off and no changing of the mixture will bring it up again and the cylinders don't hold compression well, then is the time to look at the valves. This is, of course, if the compression leakage is not traced to a valve cap, loose priming cup or inlet dome.

Another time you can catch the valve before it gets grooved is when the motor starts to overheat and smoke heavily. In this case, or the one mentioned just above, any grinding needed will be light and the job will be quickly done.

With new motors, which should not be run at high speed for the first 500 miles, take out the valves and look over them at the end of the 500 miles. The chances are that they can stand a few turns of the screwdriver or whatever you use in grinding, especially if the motor has been fed plenty of oil.

No motor should be run over 1,000 miles without going over the exhaust valves, nor for more than 2,000 miles without fixing up the inlet valves. If any speed work on the road has been done, the chances are that the symptoms mentioned above will call attention to the need of grinding before the 1,000 miles are completed.

Outfit Employed

So much for the "when" of valve grinding; now for the "how." The materials used to best effect are fine emery flour and oil, or some of the valve-grinding compounds on the market. The tools are a screwdriver with a long corrugated handle or a hand-drill with a screwdriver bit. Two hands are to be used with either tool.

It seems almost unnecessary to say that the valve spring must be taken off before the work is started, but I have seen several new riders try to do it with the spring and cotter in place, so I bring this point to the notice of any new hands who read this. Having got the valve spring free, the first step is to plug the port leading to the cylinder.

Plug the Port

You are using emery, which will cut the piston and cylinder like a chisel, so fit a plug of clean cotton waste in the port as a precaution. Rags will keep the emery out, but most rags borrowed from a shop have been used for something else and it's not worth while to take chances.

Lift out the valve and wipe its face and the valve seat. Next coat the valve face with the mixture of emery and oil and drop the valve in place again. Put the screwdriver in the slot of the valve head and start off.

Hold the screwdriver vertical with the handle between the two palms. Move the hands in opposite directions, back and forth. After about thirty of these movements, lift the valve off its seat, give it a half turn and then another thirty oscillations. At intervals wipe off the oil and examine the face. When the valve face and the seat appear bright all around the circle, the job is practically completed.

But you should verify this by putting a ring of oil on the valve face and giving the valve a complete revolution with the fingers (not the screwdriver) on its seat. If the oil is wiped off all around the seat, the grinding is correct.

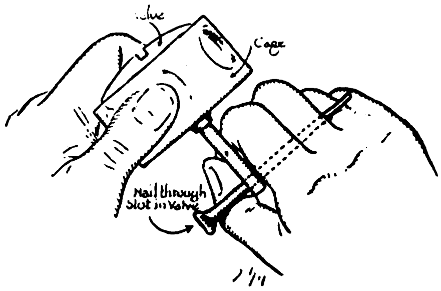
Use Light Pressure

In using the hand-drill, move the handle through a small arc, not all the way around. Don't bear down on the drill, as you will only make more work for yourself, besides running the chance of ruining the valve seat and having to buy a new cylinder.

Don't use one hand with a screwdriver, either. Unless you have been specializing in grinding valves for a year or so, the chances are that you won't grind the valve straight and may ruin the seat. The pressure of the two hands on the corrugated handle is all that is necessary for the work.

After grinding, wash the valve in kerosene and flush out all emery particles with the same liquid. Pull out the cotton waste and replace the valve.

So much for exhaust valves and for inlet valves operating in a similar manner. For valves working in cages, remove cage and valve; clean off any carbon and run the valve seat with the emery and oil. The work will be easier if performed as in the illustration. Insert a nail or small piece of flat stock in the cotter hole and use this for turning the valve on its seat. The same motions should be used as in exhaust valve grinding, but a final test for gas tightness can be made as follows:


Valve
Cage
Nail through Slot in Valve

Grinding in a Cage Valve

Seat the valve in its cage and turn the stem vertically on top. Put in gasoline above the valve and let it stay there for about five minutes. If none leaks past the valve seat, the grinding is correct.

Unless the seat and valve face are heavily scored, it will pay the rider to grind, rather than use a valve reamer and facer. The valve tools on this order cut too deep in the seat and face as a rule, and while

(Continued on page 32)

The Motorcycle as War Factor

Motor Driven Two-Wheeler Has Already Demonstrated Its Military Worth and Its Possibilities Arising From the Formation of a National Motorcycle Reserve Are Wide

How Such a Movement Will Prove Helpful to Motorcycle Business

BY FRANK J. WESCHLER, GENERAL MANAGER, HENDEE MFG. CO.*

I HAVE been intensely interested in the articles which have appeared recently in MOTORCYCLE ILLUSTRATED concerning the matter of motorcycles for military use, and the advocation of a National Motorcycle Reserve to be made up from the membership of the F. A. M.

The spirit of preparedness is everywhere prevalent in this country; in all lines of life and in all branches of industry, the watchword seems to be "preparedness," and with the critical situation which now confronts this Government, the matter of preparedness assumes serious proportions that most assuredly command the respectful consideration of every red-blooded American citizen in this country.

All Hands Helping

The merchants, manufacturers, professional men and men in all walks of life are eagerly proffering their services and all of the assistance within their control of the Government, in the present emergency, and it seems to me that nothing could be more fitting than that the motorcyclists of this great United States should come forward and support the movement that has been started in this idea of a National Motorcycle Reserve.

Frank J. Weschler

The motorcycle has very capably demonstrated its efficiency for military uses. There has been the opportunity and plenty of time to demonstrate the utility of the motorcycle for war purposes, not only in this country, but in Europe, and the results have been most strongly in favor of the motorcycle. That a National Motorcycle Reserve could and would lend valuable aid to the army in time of war has been amply proven, and in fact, there are a great many ways in which the motorcycle could be used to far greater advantage than could any other means or methods of locomotion. Furthermore, the formation of a National Motorcycle Reserve will tend to bring the motorcycle to the favorable attention of a great many people who either do not or will not understand motorcycles, and who seem to have the wrong impression of the motorcycle and its practicability.

A Big Opportunity

The National Motorcycle Reserve presents an opportunity to motorcyclists to serve their country and serve it efficiently and also to redeem the motorcycle from the unfavorable opinions of a great many people who have the impression that the motorcycle is intended only to make a noise, and to go over the roads at terrific speed. By all means, we are highly in favor of this movement and are endorsing it to all of our dealers, and our riders, and we wish you and your paper every success in the promotion of this idea.

Gaining Ground

It goes without saying that there is much educational work to be done before we can hope to have the motorcycle worked into our military plans as extensively as it has been applied by the European countries, but our keen-witted men at Washington are making the most of every opportunity to study the achievements of the power two-wheeler, both here and abroad, and they are growing more interested daily in what American motorcycle manufacturers and riders can do for them in the way of service and co-operation.

This letter came unsolicited from Mr. Weschler after he had read the article "Uncle Sam Needs You," by Sergeant Arthur Chapple, First Motor Battery, N. Y. N. G., in the January 25th issue of Motor Cycle Illustrated.—Ed.

Spare Links

By E. B. HOLTON

ABOUT two weeks from this writing California motorcyclists will take another wallop at Capistrano Hill, that li'l ole pimple that has defied a successful ascent to date, and judging from Tommy Butler's account of the grade at the New York show, it will never be topped awheel, cause the tilt of the surface nearing the summit has done slid Old Man Gravity off as well.

At that, though, you can't be rash in making statements about what real motorcyclists can or can't do. They sure can ride right side up in most impossible places.

"High water mark" on the grade stands at 360 feet, the mark being hung up by Myron Warner on an Indian in the 1916 climb, in which event there were 26 riders competing. The hill is 500 feet in length and averages 60 per cent. grade all of the way.

Here's to the 1917 crop of motorcycles and may they better that 360-foot ride made last year!

Take it from E. W. Davis, these optional colors offered by the Indian factory are wrong, Joseph, all wrong. Friend Wife likes Indian Red, E. W. hankers for the new military khaki hue. result compromise. Olive drab machine with a red sidecar, which pessimistically writes the Worcester M. C. secretary will look "worsenell."

About time for some community to write in asking for the F. A. M. Convention, isn't it? That event takes place in July generally, with the closing date on applications of cities desiring the motorcycle assemblage along about April 1.

Last year Akron, O., wanted the convention; wonder if they are in the same frame of mind this season?

If the Rubber City did land the convention it would be the second time in five years the F. A. M. met in Ohio, the 1912 convention being held at Columbus.

The Buckeye State is fairly centrally located and would attract a large representation of motorcyclists from east, west, north and south.

Signs of spring talk and rumors of assaults on the 24-hour sidecar record. Out on the coast Don Johns is all primed for a shot at the 707-mile mark hung up by Artley, he being billed to ride a nice new Indian and sidecar in the "twice-around-the-clock" stunt. Here in the East, right near New York City, there are two ambitious riders waiting for a spell of good reasonable spring weather; then they will take a crack at the present figures in a Harley-Davidson outfit. Sa-a-a-y, I wonder if that darned record is going out beyond 800 miles. You all know Don Johns and the brand of riding he used to furnish on the track. [Quite close. Johns made it 797—Ed.]

Henry Ford offers to build a one-man submarine boat at the rate of a thousand a day. If they are half as dangerous as his well-known road product, Mr. Kaiser Bill, take a tip from us, sue for peace most immediate. We know from experience that nobody can run afoul of Henry Ford and his contrivances without learning something startling.

Three Months With Uncle Sam

An Inside Story of Our Army's Use of the Motorcycle in Last Summer's Rally

By Sgt. A. G. CHAPPLE
Motor Battery,
N. Y. N. G.

Glimpse of the First Motor Battery, N. Y. N. G., in Camp at Peekskill Where It Was Put Through Its War Paces

AFTER a busy week of prelinminary work at our Armory Headquarters in New York our entire command was finally mustered into the Federal service and we received our orders from Division Headquarters to leave immediately for the State Camp at Peekskill, N. Y.

As we had yet to master practically every variety of military training, including rifle and machine gun practice, the selection of Peekskill was allotted to us as the regular State Camp was located there and offered better opportunities in connection with our practice on the range. Our predecessors at Peekskill, the 14th Infantry of Brooklyn, had already received final orders to entrain for the Mexican border. Our command had been transported to Peekskill under its own power in less than three hours. It took the 47th Infantry just two days to cover the same distance several months later on their "hike" back to New York City. This latter regiment shared the Peekskill training camp with our motorcycle battery after the 14th had left on its trip to the Border.

First Day in Camp

OUR first day in camp was a busy one indeed, pitching squad tents, building camp streets, laying out our field kitchen, sorting equipment, and most important of all, lining up at mess-call for our first army meal. History has it that Napoleon insisted that an army travels on its stomach. As for me, I think Napoleon was right, because mess-call always proved to be the most popular tune in camp. We were lucky in enlisting a former cavalry veteran who had served in the regular army as cook, and let me say right here that "Charley the cook" remains to this day one of the most interesting memories of our three months' service for Uncle Sam.

As the writer was assigned to special duty as motorcycle instructor, guard duty and drill-calls were eliminated in order to give me more time to devote to my work of instruction. However, this did not excuse me from any of the other calls, such as reveille, roll calls, retreat and taps.

Added to our military duties were the new 20th century evolutions that perhaps will mark the initial trials of a new era in military efficiency, the automobile and motorcycle. Our unit also comprised three battie-cars which were heavily armored and two four-wheel drive trucks as supply transports. The motorcycle section consisted of one hundred solo machines, five side-cars and five rear-cars. In addition to these, three very fast scout-cars were utilized by our officers. From this estimate the reader can well understand the wonderful mobility of our battery. During the period of our training at Peekskill we were often called upon to make flying trips to Camp Whitman, which was located at Beekman, N. Y., about 38 miles from Peekskill. For a fast trip of this sort we usually traveled very light, carrying only our side-arms and rifles. The motorcycle section would lead off with Lieut. Starr in command followed by the battle-cars commanded by Lieut. Hubbel, flying back and forth in one of the fast scout-cars. Capt. Montgomery would issue orders which in turn would be transmitted by two motorcycle couriers.

It was my duty to pick these orders up for the motorcycle section, report them to Lieut. Starr and then drop back of the flying column, instructing each corporal as I passed him. The corporal in turn would instruct his squad. These orders were carried out in an incredibly short space of time as the column was always moving at an average of 30 miles an hour.

A body of men moving along the country road at this speed with officers and couriers shouting orders through short handy megaphones was a sight that would put a thrill of patriotism in even the most sophisticated.

In laying out our camp at Peekskill we had established a service station to take care of the various repairs to our motorcycle and automobile equipment. This department was a constant source of interest to the officers of other regiments and was always thoroughly inspected by the Division Staff from Headquarters on their many visits to our camp.

Army Inspection

WE were also honored by an inspection from the General Ordance Board in Washington. This Board is composed of specialists from each department who inspect equipment for army headquarters at Washington. As I have stated in my first article, motorcycles had received very little serious attention from the general staffs of the various army departments and I must confess that as an earnest motorcycle booster I had often longed for an opportunity to reach the "powers that be" in an effort to demonstrate the many possibilities of the motorcycle in military service. As sergeant instructor of the motorcycle section, I was frequently called upon to report in person to the inspection officers. When the Ordnance Board from Washington inspected our battery, Major Stewart was assigned to inspect the motorcycle section. My longed-for opportunity had come when I was finally ordered to report to this officer on the general efficiency of the motorcycle for military work.

I was able to explain in detail every possibility of the motorcycle for military use as I knew them, and from the many questions fired at me in rapid succession from Major Stewart at that time I gathered that there had been considerable discussion in reference to a much lighter weight machine for solo work. For military reasons I cannot go into the details of my report to Major Stewart. However, in reporting the Ordnance Board gave us a highly creditable rating.

Told Among Friends

Another Batch of Interesting Letters from Riders Concerning Road Fellowship and the Relative Merits of Butt-End and Endless Tubes

HOW THEY FEEL ABOUT FELLOWSHIP IN MONTANA

EDITOR **Motor Cycle Illustrated:**

I have read with much interest the different articles on "Good Fellowship" on the roads and will recite my experiences in that line. I have noticed that the fellow who is willing to help you is nearly always a member of the F. A. M., whereas the other fellow seldom is. I mean the man that passes you up and also the fellow who forgets to appreciate your help in time of trouble. I am a member of the F. A. M. and yet have my first man to pass on the road that needed help. I have even gone as far as to offer help to autoists, seldom passing up one of them unless in an awful hurry or when there was apparently enough help around to make mine useless.

A couple of years ago I offered help to a rider that I knew was having carburetor trouble. He had his magneto about torn to pieces. The carburetor was leaking like a sieve. I was in no particular hurry and so offered my help to him. He scowled and says "To h— with your help, you're as green as I am." This same machine was pushed to a garage that night, and the next day the repair man took about a handfull of dope that looked like hair out of the carburetor. The owner had dumped in a half gallon of gasoline that had been used by a dry cleaner the day before.

Another fellow on the same trip was having trouble with a tire on the previous day. That was between Laurel and Billings. He was tickled to death to have me offer my help and kept asking me if I was putting myself out any by helping him. Many were his thanks, too, after I left.

There was at one time a class of riders here in Red Lodge who would swear at you if offered help and never stop to help you. However, after organizing a club here, we finally landed these riders and made good fellows out of 'em. It was not the riders' fault. The dealer told his riders to keep away from the other riders. Needless to say, those methods don't last long.

As near as I can figure "good fellowship" is about fifty-fifty on the roads. The remedy for those who are indifferent is to get them to join a club or the F. A. M. and then preach good fellowship to them.

O. J. SALO.

Red Lodge, Mont.

THIS RIDER LIKES BUTT-END TUBES BUT FROWNS ON LAPS

Editor **Motor Cycle Illustrated:**

I have been reading with interest what the different riders have to say for or against butt-end tubes.

I have been riding for ten years, and for the last three years I have used butt-end tubes on the rear wheel. For two years I rode a single with only three punctures.

In March, 1916, I received my new twin with sidecar. Put in butt-end tube as soon as I received machine. The machine has been ridden, with sidecar, a little over 4,000 miles with only one puncture, at an average speed of not less than 25 miles per hour, and as high as 50 per at times.

As for the Lap-end tubes a few years back, "No, thank you"; but me for the butt end every time.

HENRY W. FISHER.

Southold, N. Y.

FINDS BUTT-ENDS HANDY TO REPAIR IN NIGHT RIDING

Editor **Motor Cycle Illustrated:**

As I have been reading the different experiences of riders with butt-end tubes and endless tubes, I wish to say that I am for butt ends all the time. Lots of the boys complain about the ends blowing out on the butt ends; if they will try the right kind of tubes they will not have that trouble. I have used three tubes for the past two seasons on my sidecar outfit, and I have had trouble with just one of them, and that was through a defective valve. Another feature I like about them is this: they are the handiest tube for night riding there is. It is a simple matter to pull out the damaged tube and slip in another one.

Palmer, N. Y. JOHN ANDERSON.

DEALER FAVORS BUTT-ENDS AFTER YEARS OF EXPERIENCE

Editor **Motor Cycle Illustrated:**

Having read so much about the late tube controversy I cannot help but get into the argument.

I am strong for the butt-end type of tube, and can give some very good reasons why this type of tube should be used universally.

I am a dealer and have been in the motorcycle business since 1910. For the past three years I have been using the butt-end tubes in the rear wheel of my various sidecar outfits exclusively and have yet to have my first tube go wrong except by the puncture route.

I have, however, had customers who had this trouble of blowing out the ends, but these cases are the exception and not the rule. You also hear of an endless tube pinching or leaking around the valve, but that is no reason why all tubes should be condemned.

I have made three different 1,000-mile tours and one 800-mile one besides thousands of miles of rough and rutty, as well as rocky roads, with my sidecar outfits and always use the butt end in the rear, and I will continue to do so because the advantages it has over the endless tube cannot be duplicated by any other method. For instance, a puncture in the rear tire of your sidecar outfit when you are dressed up, or in a hurry, if you have an endless tube you must either remove the wheel or patch the tube, which takes a great deal more effort and time than it does to simply slip off one side of the casing and apply a new butt-end tube.

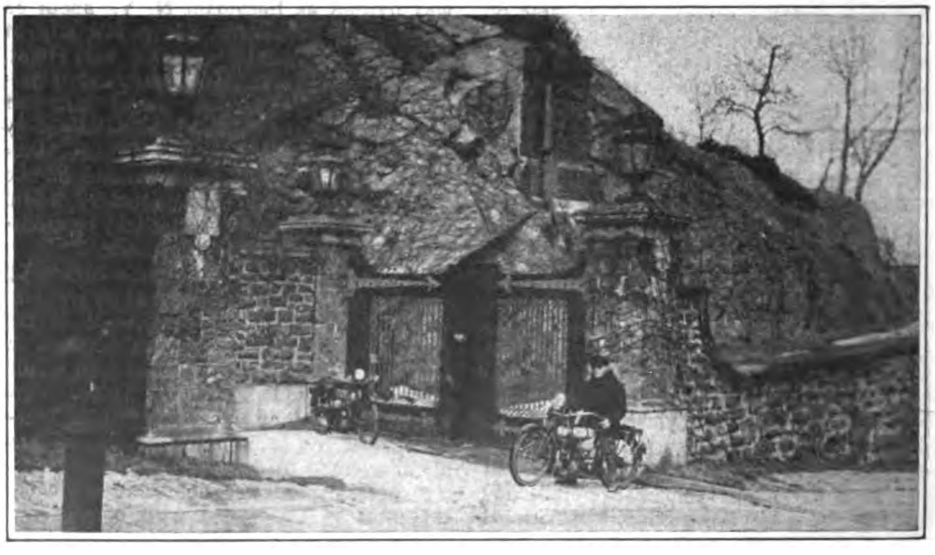
Even if you do not carry a spare tube, just see how much more easily you can patch your puncture if you can lay the tube on the tandem.

In conclusion, I will give you the secret of butt-end tube success. It is this: Always buy the best butt-end tube you can obtain, made by the best tire companies and recommended by the best dealer in your respective territory. Then watch your air. Don't have your tires too hard nor too soft; try a happy medium.

AUGUST GOTTSCHLICH, JR.

Oskaloosa, Ia.

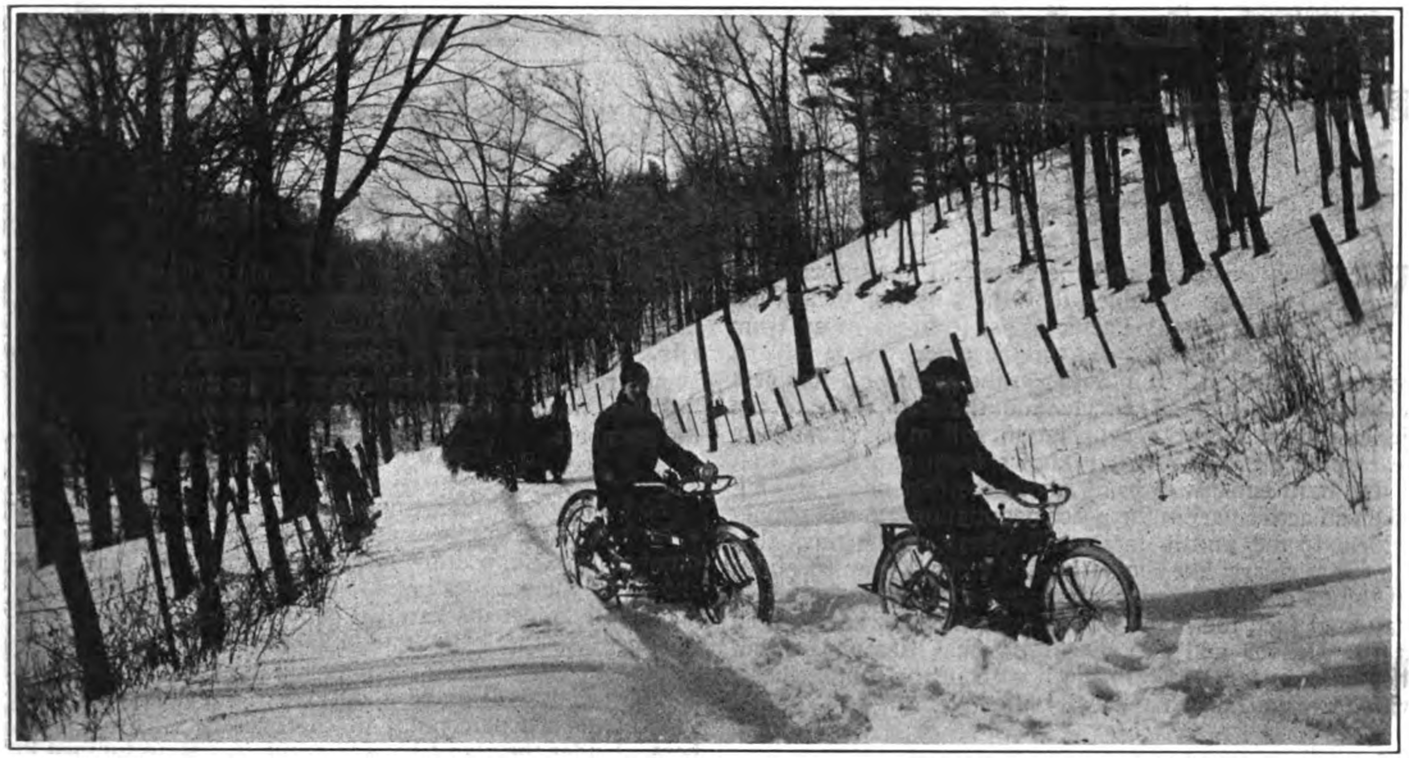
MOTORCYCLE AS AN AID TO HISTORICAL STUDY



A Couple of Cleveland Riders Snapped at the Entrance to the Roadway Leading Up to Fort Washington, New York

Where Motorcycle Enthusiasm Is An All-Year Product

Wisconsin Veterans Take What Nature Sends 'Em Without a Murmur



The Picture, Which Was Forwarded by Charles Selk, Jr., Shows Two Riders of Manitowoc, Wis., Plugging a Trail Through Deep Snow. They Are Mounted on a Henderson Four and an Indian Light Twin

"THE LORD HELPS THOSE WHO HELP THEMSELVES"

EDITOR, **Motor Cycle Illustrated:**—In your issue of Feb 1 I read your story: "How About Good Fellowship."

I have been riding motorcycles since 1901, and I have my first person, whether on motorcycle, in auto, wagon, buggy, or on foot, that looked like they needed help that I did not stop, and offer my assistance. I found more that ought to have their machines in the shop for repairs than those justly entitled to assistance. It might be just my good luck, but I have never asked assistance on the road. I see that my machine is in good shape, and that I have patches, connecting links, tools, small pieces of wire, before I leave my garage, and ready to meet anything that might occur.

I have covered 18,000 miles in 1916. Since I have been in Mississippi I really have gotten discouraged with motorcycles. Every trip I have taken has been spoiled by some one hailing for assistance along my route. I have found in the majority of cases that the poor fellow that was broke down was equipped as follows: One pint of gasoline in his tank, oil tank full of mowing machine oil, chains tied together with wire, about half the spokes out of both wheels, brake will not work, cannot fill gasoline tank over half full because there is a leak. As a rule, these are the fellows that are always crying "poor sportsmanship."

I have made many a chain out of repair links, and get (I thank you) and that's all, get all greasy and smudgy fixing his machine and when you pull into a town look just like you have been pulled through a smoke stack.

Of course that is good fellowship.

On January 1, 1917, I firmly resolved that any fellow rider, who is justly in need, will get anything I have to help him out, but when I meet one of those poor fellows who break down on the road and imposes on his fellow rider, he will find no assistance in me.

BOB POQUETTE.

Tondren, Miss.

FELLOWSHIP DEPENDS ON THE INDIVIDUAL, SAYS O'BRIEN

Editor, **Motor Cycle Illustrated:** The question of fellowship in my opinion simmers down to just two words, "the individual."

Take a crank, sell him a motorcycle and he remains a crank—the act of mounting him on the motorcycle does not make a good fellow of him.

Likewise with the selfish fellow, the speed fiend and the road hog; they retain their ruling spirits and are a detriment to any sport they enter whether it be motorcycling or golf.

But take the true sportsman and sell him a motorcycle and you have good fellowship personified. It takes the rider who loves the great outdoors, who you find more on the back roads than on the main travel arteries; the fellow who really loves the sport to display good fellowship in every way.

He, you will find, is the man who treats his motorcycle as he would his mother; it is never neglected and a puncture or other cause of roadside stops never finds him without the proper equipment to effect a repair. Fully capable of taking care of himself and his mount, he is ever ready to to extend the helping hand to those less fortunate along the highway than himself.

But in all my years of riding I must confess that I have met but few of these real blue blooded sportsmen.

WILLIAM F. O'BRIEN.

Chicago, Ill.

THERE'S FELLOWSHIP APLENTY DOWN SAVANNAH WAY

Editor, **Motor Cycle Illustrated:** I have been reading with much interest lately about "True Fellowship." I have had experience along that line when I lived in my home town in Savannah, Ga. I was a motorcyclist, I owned two machines of different models and I was always at the club quarters for a long run. Fellowship on the roads of the largest state east of the Mississippi is widely shown. I have ridden over one-fifth of the State's roads and have had my share of trouble, but I never went without assistance at any time.

Automobiles ignore motorcycle riders and will rarely lend a helping hand, but not the motorcycle riders. Once last July I passed an auto in trouble near my home town and I stopped to offer assistance. I could not help them so I continued on my trip. Soon my chain got tangled in some wire which tore four teeth out of my rear sprocket and bent others. I pushed the machine back to the auto and asked for a pull in when they started. They made up an excuse and of course I waited for a true friend to pass. In less than one hour a rider passed and stopped for me. His machine was a frail single cylinder belt drive motor but he pulled me seven miles.

Yours truly,
J. F. RIDOLF.
New Haven, Conn.

EDITORIAL

By J. Leo Sauer

Financing the Proposed State F. A. M. Units

WE understand—and the source of our information is quite reliable—that there is an inclination again on the Pacific Coast to break away from the F. A. M. If this be true, then it will be generally admitted, I think, that in the event of a complete dissolution of the ties which bind the Far West to the Federation, a second reconciliation will in all probability be responsible. The writer knows from experience that it was hard enough to bring about the first one. Having taken an active part in the peace negotiations, it was plainly evident to me, and in fact to all others, at the time, that the Coast riders, like the natives of Ireland, wanted above all things else a reasonable measure of home rule. As a matter of fact, the *forms* of self-government were granted at the Denver and subsequent national Assemblies, but they have not availed very much without the funds wherewith to make home rule really effective.

* * *

And that brings us back to the subject of our editorial of a fortnight ago, in which we discussed the desirability and importance of reorganizing the F. A. M. from State units up, instead of from the National body down. We remarked that there was nothing new in the idea, it having been the topic of F. A. M. controversies for years. Notwithstanding, up to the present time the issue has never been met squarely, entirely because of the financial needs of the national body. In other words, the national officers have had no difficulty in demonstrating that a division of revenue between the central and the State bodies would result seriously for the national organization.

* * *

The F. A. M. is today being conducted quite economically. Its revenue is comparatively small, and the present administration is doing all that can reasonably be expected under existing conditions. But this, to me, seems important, namely, that one of the principal reasons why the membership of the F. A. M. is small is the fact that the average motorcyclist will object to paying even so little as a dollar until he has tangible evidence of the diversion of at least a part of that dollar for use in his own State.

* * *

And there's a way of bringing about the desired situation without doing the slightest injury to the National body. In fact, there are several methods, all of them practicable and at the same time certain to keep in line the California as well as the Maine membership and, what is more, to increase and make more enthusiastic the membership in every State of the Union. And it's so simple that it is strange no one seems to have broached the idea long ago.

* * *

The principle I have in mind is that the present revenue of the national body should be left almost, if not quite intact. To reduce that revenue all of a sudden would play havoc with the national body. As it became possible to determine just how much revenue was needed by the national body after the State units were actually operating, then, but not until then, would it be adviable to have the States retain any considerable percentages of the dues of *all* the members. Of course, that plan should be adopted eventually. For the present, to boost the membership, the States should receive a larger percentage of the dues of *additional* members, rather than a small percentage of the dues of *all* the members.

* * *

To be more specific: Suppose there are 200 members in a certain State at the present time. No matter what the number in each State, the present figures in that State should be the starting point. To return to the State with 200 members, let the national body receive all the dues of 200 members, and the State body, say, as much as 75 per cent of the dues of each membership in excess of 200. The State officials will make a mistake if they insist for the present upon a percentage of the dues of all their members. Under the plan I have in mind, if a State jumped its membership from 200 to 500, the national body would receive the first $200 and 25 per cent of the remaining $300, or $75, making a total of $275, and the State the balance, or $225.

* * *

If the membership went still higher, the State organization would receive more money than the national body. In other words, the State officers would be rewarded according to the measure of their success in increasing membership while, on the other hand, the national organization would not suffer. If instead, the State were to take even as little as 25 per cent of *all* the membership dues, and the number of members was not increased to any appreciable extent, the States would receive a mere bagatelle, while the small gain of each State would aggregate a big and no doubt disastrous loss for the national body.

* * *

It is my belief that in order to make the State units a success there must be a larger membership in each case. And the plan above outlined would result in material membership increases everywhere. The State officials would have something to work for, something worth while to spur them on in the knowledge that 75 per cent of the dues of every member in excess of the present membership would go into the State treasury.

* * *

Finally, if we are to have healthy State units, we must make a good beginning. Each one of you who reads this should give the matter some thought, as it is of very great importance. If you have a good idea or two about the subject, why not let us have it, in the interests of the F. A. M. and the trade and sport in general?

LATE NEWS

CYGNET EXPORTS

Straits Settlements Take 100 Cars; Foreign Trade Developing

BUFFALO, N. Y., March 5.—The Cygnet Rear Car Co. has received a cable order for 100 Cygnet cars to be shipped to the Straits settlements. The order includes an assortment of models covering the various commercial and pleasure types manufactured by the Cygnet company.

The Cygnet, according to company officials, is becoming more and more favorable with foreign buyers for two reasons, first, its construction whereby oblique strains on the motorcycle frame are eliminated, and second, its abnormally large carrying capacity.

TIRES AGAIN UP

Fisk and Goodrich Announce New Price Schedules; Others May Follow.

NEW YORK, March 5.—Tire prices are again going up. Both Fisk and Goodrich announced new schedules which went into effect on March 1, and it is not unlikely that the other tire manufacturers will meet the advance.

The Fish increase amounts to about 10 per cent. throughout the entire line, while the Goodrich figures vary from 2 to 10 per cent. over the old prices. Fisk and Goodrich are logically the folks to increase prices first, since when the last increase was made neither of these concerns made price adjustments to the same degree as the other large tire producers. A factor in the increase at this time is the acuate freight situation, which not only holds up raw materials, but also the finished product.

DUNN QUITS AUTOS

President of Fisk and Federal Resigns from Overland to Look After Them.

CHICOPEE FALLS, Mass., March 5.—Harry T. Dunn, who is president of both the Fisk Rubber Co. and the Federal Rubber Co., of Cudahy, Wis., and who has been serving as vice-president and director of the Willys-Overland Co., of Toledo, has this week resigned the automobile post in order to devote his entire time to his rubber interests; he will, however, remain on the Overland board of directors.

As an impelling cause for his retirement in the active participation in the affairs of the automobile manufacturing concern it is pointed out that the Fisk and Federal companies did a volume of business amounting to better than $4,000,000 during the past month, while Fisk alone numbers no less than 125 branches in its great and growing distributing system. Dunn feels that this business is quite large enough to require all of his executive attention, especially under present market and selling conditions.

GUEST TO MANILA

United States Tire Man Will Open Branch Office There.

NEW YORK, March 5.—Charles E. Guest, who has represented the United States Rubber Co. in Mexican territory for some years past, has sailed from San Francisco for Manila, P. I., where he will spend some time in opening a United States tire branch in that city and placing it on a sound working basis.

The new office will handle a large part of the Oriental trade for the United States company. This trade formerly was handled out of the San Francisco office. An Australian branch is also in contemplation, it being announced that J. J. McKenzie will shortly sail to the Antipodes for the purpose.

DOUBLE SEAL MOVES

Tire Valve Maker Goes to Detroit; New Capital and Officers.

NEW YORK, March 3.—The Double Seal Tire Valve Co., which makes a tire valve of somewhat novel construction, has removed its factory and offices from New York to Detroit, Mich., where they are now located at 139 Beaubien street.

Simultaneous with the move new capital was taken in, the officers now being: President, J. Robert Wilken; vice-president, H. E. Adams; treasurer, John A. Lancaster; secretary and general manager, Thomas J. Walsh.

MOTOR CYCLE ILLUSTRATED

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QUALITY UP! PRICES DITTO!

Oil Men Claim Legislation to Improve Gasoline Would Cause Increase

WASHINGTON, D. C.—Speculation as to the result or results of legislation tending to standardize gasoline quality is rife. The most disquieting feature of the discussion is the fact that practically all of the large producers are united in their assertions that such legislation would materially increase the cost of the fuel to the consumer.

Leading oil interests claim that at present demand and supply are just about equal, and that standardization by raising the quality would decrease the supply, hence forcing a material price increase.

GOODYEAR FINANCES

Akron Tire Concern to Sell $10,000,000 Stock Issue; Details of Plan.

AKRON, O., March 5.—With business running 70 per cent. ahead of the figures for a year ago and every prospect for a $100,000,000 year in gross business, the Goodyear Tire & Rubber Co. has arranged to obtain close to $10,000,000 through the sale of stock. Last year the company put a large amount into plant extension to keep pace with growth and provide storage facilities for adequate quantities of raw material.

The company's capitalization is $50,000,000—$25,000,000 of preferred and $25,000,000 common. About $17,000,000 of each has been issued, and now the additional capital is sought to cover the large increased expenditures incident to doing $100,000,000 of business, as compared with $63,930,000 last year.

Carrying out the new plan, $6,000,000 preferred has already been sold to bankers, and the common will be offered to present stockholders on the basis of a chance to buy 20 per cent. of their present holdings at par.

INSTRUCTION MANUAL

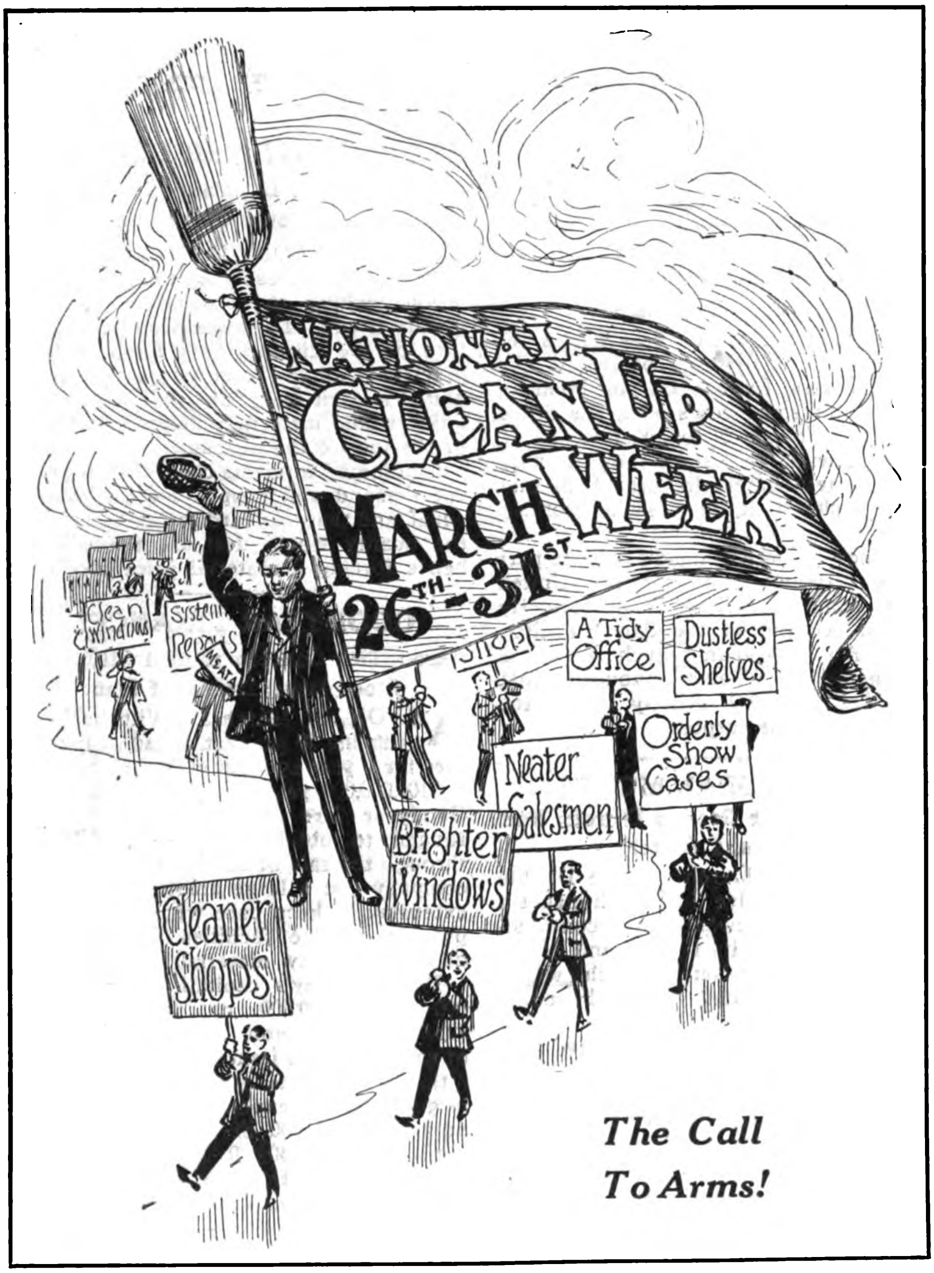
Harley-Davidson Company Brings Out New Book for Riders

MILWAUKEE, Wis.—The 1917 Harley-Davidson Manual covering fully the care, repair and operation of the Harley-Davidson models 17-J, 17-F, 17-E, 17-C and 17-B is just off the press and is being put in the hands of Harley-Davidson riders with all possible promptness.

The booklet is a 104 page treatise on the subject, taking in every conceivable detail; it is profusely illustrated with both half tone and line illustrations, printed on good heavy stock and covered with a substantial paper cover. Aside from covering purely mechanical points, the book treats of the company's service system.

NATIONAL "CLEAN-UP" DUE

Dealer Committee of M. & A. T. A. Asks Tradesmen to Set Aside Period of March 26-31 for Big Housecleaning Program



The Call To Arms!

AKRON, O., March 6.—Conclusive evidence that the dealer committee of the Motorcycle and Allied Trades Association has hit its stride in the national campaign to assist the retailers is given in a statement just issued by Chairman H. E. Haws to the effect that March 26 will open a big "Clean-up Week." The committee has done a great deal of preliminary work in the last month or six weeks, and the "Clean-up Week" program is counted upon to crystallize the sentiment of the dealers and line them up solidly behind the general sales-boosting movement.

Beginning March 26 motorcycle dealers all over the country will be expected to wield the broom, the paint brush and any other cleaning utensils necessary, in a determined effort to make their stores more presentable and inviting. It is argued that when this is done a great stride will have been taken towards preparing the agencies for a highly successful new sales season.

"In addition to giving us brighter and more impressive motorcycle establishments, the 'Clean-up Week' will have the effect of bringing dealers to a realization of their opportunities and responsibilities," said Chairman Haws, of the dealer committee, a few days ago, "and we feel that the stimulus thus obtained will have a far-reaching influence. What we need is a whole-hearted, enthusiastic spirit of co-operation on the part of the dealers. We are counting upon that spirit. We know that the motorcycle agents can do big things if they buckle down to the proposition, and we have the strongest possible evidence that they are going to hop in and make things hum.

"It is a very easy matter to let a motorcycle agency, or any other kind of an agency get into a rut. All kinds of material that should be thrown away or stored somewhere else are allowed to accumulate in the salesroom, the dealer's private office becomes an ankle-deep sea of papers and refuse and the repair shop is cluttered up with all sorts of stuff that should be disposed of or at least put out of sight. What we ask of the dealers during 'Clean-up Week' is that they roll up their sleeves and go through their establishments from front to back, setting everything to rights and leaving all branches of their business ship-shape and ready for the most active season they have ever known."

The first bulletin in a series being prepared by the dealer committee went out to agents a week or so ago, and the second is now in the hands of the printers. Bulletin No. 1 discusses the objects of the present upbuilding campaign, while Bulletin No. 2 will treat of specific methods by which the dealer can improve conditions.

If any dealer has been inadvertently overlooked by the committee in sending out its bulletins and other literature he is cordially invited to communicate with Chairman Haws, care of Firestone Tire & Rubber Co., Akron.

STANWELD BUYS BOCK

Big Cleveland Parts Maker Acquires Bearing Concern; Other Changes.

CLEVELAND, O., March 5.—The Standard Parts Co., maker of Standweld tubing and rims for motorcycles and a vast number of parts for automobiles, has acquired control of the Bock Bearing Co., of this city, maker of Bock taper roller bearings.

J. G. Utz has been appointed chief engineer for the Standard Parts Co., with E. W. Dunston heading the engineering staff of the spring division and R. A. Townsend acting as chief metallurgist.

Charles Hatch, who has been director of spring sales, has resigned and is succeeded by W. P. Culver. Culver was formerly Michigan representative for the Perfection Spring Co., now a Standard Parts subsidiary.

ADAMS RETURNS FROM SOUTH

NEW YORK, March 5.—O. J. Adams, of the Cyclemotor Corp., stopped in at Baker, Murray & Imbrie's store on his way back to the factory from an extended southern trip. Adams reports the cycle business booming in the south, with all of the dealers at Florida and nearby Florida resorts coining money.

WARNOLA TO MAKE ACCESSORIES

NEW YORK, March 5.—For the purpose of manufacturing motorcycle, bicycle and automobile accessories and with an authorized capitalization of $100,000, the Warnola Mfg. Co., Inc., has taken out New York State papers. Speer Andrews, of Flushing, L. I.; S. A. Campbell, of Newton, Mass., and George A. Arnold, of this city, are behind the venture.

CENTURY SHIFTS ITS QUARTERS

NEW YORK, March 5.—The Century Petroleum Products Co., Sylvain Segal, manager, has removed its office and city warehouse to 302-4 West Thirteenth street. The company specializes on Century brand lubricants for motorcycle use.

JOHNS SETS SIDECAR RECORD AT 797 MILES

Indian Rider Quits 20 Minutes Shy of 24 Hours to Give Next Fellow a Chance; Betters Artley's Mark by 89 Miles

Don Johns

LOS ANGELES, March 2.—Don Johns went out and did it! The Indian rider has been hankering to add a few miles to that record of 706 miles and a little bit over, which Roy Artley established for 24 hours of travel with a Henderson and sidecar a month or so ago.

And so without over half trying Johns yesterday afternoon rolled out his Indian Power Plus, with sidecar, and quit this afternoon at 1:40, 20 minutes shy of his permissible running time of 24 hours, with a new record of 797 miles to his credit. He had added 89 miles and a few decimal points to Artley's phenomenal score.

Johns chose as his course a stretch of fair to middling roadway extending from here to Hemet via Box Springs Canyon. Ralph Sullivan and William Freeman acted as passengers on his successive trips over the course, while John J. O'Connor, editor of *Pacific Motorcyclist,* and one of the timers for Artley when he went out and broke the record with his Henderson, acted in the capacity of timer. As a matter of course, the try was sanctioned by the F. A. M. and will go down on the books as a record for some other speedster to "shoot at."

Johns' machine was a 1917 Power Plus fitted with an Indian sidecar. For lighting Johns depended on Prest-O-Lite tank, with gas head and tail lights and Santa Ana electric spot light on the sidecar, operated by the passenger. His tires were Goodyear Blue Streaks and the saddle was a Messinger air-spring. Anderson glass plugs served for ignition and the power was transmitted through Duckworth chains. He checked his mileage with a Corbin-Brown speedometer. Johns went through the enentire distance without the slightest mechanical trouble.

"X" LIGHTWEIGHT PRICE IS $140

The compositor who handled the Excelsior advertisement appearing in our March 1 issue evidently decided that the lightweight model, which was illustrated, offered entirely too much value for $140, so he tacked on a price of $185 and called it a day. The proof-reader agreed with him, and no one else took exception to the figures, so the lightweight appeared in the advertisement at a price $45 higher than is really charged. The lightweight "X," be it known to all concerned, sells at $140.

FIRESTONE DEDICATES BRANCH

PITTSBURGH, Pa., March 5.—The Firestone Tire & Rubber Co. has opened a branch in a new building erected for that purpose at 5932 Baum Boulevard. The building was dedicated with a celebration at which Mayor Armstrong and several other city officials as well as Firestone officials were present.

BARTSCH LEAVES BOSCH MAGNETO CO.

Joins Advertising Firm After Seven Years of Success as Bosch Advertising Manager; Wielded Wide Influence in Motor Field

NEW YORK, March 6.—After seven years of uniformly successful activity as advertising manager of the Bosch Magneto Co., during which time he was constantly and enthusiastically a factor in the promotion of motorcycle riding, Alfred H. Bartsch has just severed his connection with the well-known magneto makers to become secretary of the McLain, Haddon, Simpers Co., advertising agents, with headquarters at 210 W. Washington Square, Philadelphia, and New York office at 220 Broadway.

The announcement of Mr. Bartsch's change will come as a surprise to the hundreds of friends which he has made, not only in the motorcycle trade, but among the members of the automobile and motorboat fraternities. As advertising manager of the Bosch company, Mr. Bartsch has been identified in a most important way with the development of the automobile, motorcycle and allied industries, and he brings to the company with which he has now become associated a thorough-going knowledge of selling and advertising, founded upon the highest business ideals.

Mr. Bartsch is a practical gas engine expert. After completing a good general education he entered the employ of an electrical construction company, where he at once struck a pace that attracted attention. Here he obtained an excellent foundation for what was to develop into a very comprehensive and intimate knowledge of electric devices, motors, etc.

For a while Mr. Bartsch did a little free lance art work, and he can still turn out a corking illustration when he finds the time. From art work to printing was a short step, and the indefatigable "Al" started at the bottom and went up in rapid strides. Much of the success he has achieved as advertising manager of the Bosch company is due to the sound knowledge of illustrating and printing acquired in those early days.

When the motorcycle was first attracting attention in this country Mr. Bartsch joined the N. S. U. company, which was at that time importing large numbers of the motor two-wheelers. After having several years of valuable experience with the N. S. U. company he became advertising manager of the Bosch Magneto Co.

All who know Mr. Bartsch look forward confidently to his continued progress in his new position. He is a conscientious student, a tireless worker and a genial and generous friend. He is recognized as a keen and careful analyst, and his ability to diagnose a difficult selling or advertising problem is not the least of his accomplishments.

Mr. Bartsch's connection with McLain, Haddon, Simpers Co. adds particular value to the service which that company is already rendering to a list of substantial clients, a service which the company is now enabled to extend to a limited number of other manufacturers of similar non-competing articles, including motorcycles, motor parts and accessories.

A. H. Bartsch

In wishing Mr. Bartsch a continuance of his past success in his new work **Motor Cycle Illustrated** echoes the sentiment of his many friends in the cycle industries.

DIRECTORATE HELPS

Advertising Cuts Ready; Matrices, Window Trims and Slides Coming

NEW YORK, March 5.—The United Cycle Trade Directorate announces that matrices for newspaper advertising cuts, or electrotypes, where matrices cannot be used, together with other advertising helps, which were announced in the "Wise Up" number of the Million Bicycles Bulletin, are now ready for distribution. The orders are being filled in the order of their receipt at the office of the Directorate, 373 Broadway.

The beautifully colored show cards and lantern slides for moving picture advertising, as well as an assortment of specially gotten up window trims, will be ready for distribution during the present week. About April 1 the lifesize cardboard cutouts for use in window trims will be ready for distribution. These cutouts are to be loaned free of charge to dealers for a period of two weeks, or can be bought at the cost price of $3 apiece or $5 a pair. Hundreds of requests for help from the Directorate are reaching the office every day.

MARLIN GETS STANDARD

New Haven Gun Interests Take Over Philadelphia Bearing Concern.

PHILADELPHIA, Pa.—By the sale of the property of the Standard Roller Bearing Co. to Frank Smith, an attorney representing the Marlin Arms Corp., New Haven, Conn., light is at last seen through the reorganization proceedings which have followed financial difficulties encountered by the company a couple of years ago.

Marlin interests at the same time have acquired the Rockwell-Drake Corp., Fairfield, Conn., a manufacturer of machinery for making ball and roller bearings, the two interests working hand in hand. S. S. Eveland, founder of the Standard Roller Bearing Co., will be prominently identified with the S R B affairs under the new regime. The sale to the Marlin interests has been confirmed by the bankruptcy court.

MOTORCYCLES SUBMERGED 5 DAYS

EUREKA, Cal.—The ill-fated cruiser *Milwaukee*, which went ashore near this city, had six motorcycles on board and all were saved in the salvaging operations. Some of the motorcycles were under water for five days, but a good cleaning and drying out made them as serviceable as ever and a valuable help in establishing communications between the camp set up on the beach and Eureka.

COLORADO PLANS ROAD WORK

DENVER, Colo.—A large number of plans have been made and details are being worked out whereby Colorado will have new highways and old ones will be bettered during the coming spring months. Now comes the announcement that at the March meeting of the road commission $20,000 will be appropriated for the completion of the Fall River road, completing a highway through the Rocky Mountain National Park. State Highway Commissioner T. J. Ehrhart has forwarded that information to Washington.

What's Ahead of Us

March 11, Newark, N. J.—One hundred mile non-stop contest of the New Jersey M. C. for sidecars only.

March 18.—Moundsville, W. Va.; annual endurance run of the Moundsville M. C. to Zanesville, O., and return.

March 21-24, Milwaukee, Wis.—Motor Power Show promoted by the Milwaukee M. C.

March 22-24.—Indianapolis, Ind.—Third annual cycle show of Indiana Cycle Association in Tomlinson Hall.

April 1, Sacramento, Cal. Combination motorcycle and bicycle run promoted by the Capital City M. C.

May 10, Uniontown, Pa.—Race meet on speedway, auspices of Speedway Association.

May 13.—Bronx, N. Y.; third annual endurance run Crotona M. C., to Monticello and return; rain or shine.

May 30, Los Angeles, Cal.; annual endurance run of the Los Angeles M. C. to San Francisco and return.

May 30, Newark, N. J.—Tenth annual endurance run of the New Jersey M. C.; 320 miles in 16 hours of continuous riding.

June 10.—F. A. M. run in this section starting from Yonkers, N. Y., Poughkeepsie and Albany; promoted by Commissioner George Ellis.

June 16-17.—Worcester, Mass.; sixth annual twenty-four-hour endurance run of the Worcester M. C.

June 16-17.—Milwaukee, Wis.; fifth annual goodfellowship tour, Milwaukee M. C.

June 16-17 — Gypsy tours, starting points and routes to be announced later. Promoted by Motorcycle and Allied Trades Association. Information from Lacy Crolius, c/o Harley-Davidson Motor Co., Milwaukee, Wis.

July 1, 2, 3.—Grand Rapids, Mich.; tour of the Jack Pines, annual endurance run of the Grand Rapids M. C.

July 4, Uniontown, Pa.—One hundred lap race, 112 miles, for motorcycles, at speedway.

Sept. 3, Uniontown, Pa.—Race meet at speedway, auspices of Speedway Association.

MONOSMITH SERVICE

Brilliant Burner Makers Arrange Show Window Displays and Cards

SPENCER, Ohio.—The Monosmith Bros. Co., makers of Brilliant burners for use in gas headlights, have in the course of preparation a series of attractive window displays and show cards for dealer distribution.

It is planned to link this local advertising through the dealers' sales windows with a co-operative trade paper campaign, and dealers are urged to get in touch with the advertising manager and look into the details of the plan.

F. A. M. SPARKS

Federation Takes in 117 New Members in February; One Club Affiliates

WESTBORO, Mass., March 5.—During the month of February 117 new members were taken in the F. A. M. fold. Of the number 69 were affiliated with clubs, the remaining 48 being unaffiliated. The renewals for the same period amounted to 92.

Affiliated club number 613, with 13 members, joined the federation in a body from Cory, Pa. Elwin Safford is its secretary. Safford, incidentally, walked off with the membership prize for the week ending February 24. Grover C. Wood, of Missoula, Mont., and the Weaver Auto Co., of Irwin, Pa., added their names to the list of registered repair shops.

GOODRICH CHATTANOOGA BRANCH

CHATTANOOGA, Tenn., The B. F. Goodrich Co., on March 1, opened a new branch in this city, it being located at 402 Market street. James R. Cayce, formerly with the Enterprise Vulcanizing Co., of Chattanooga, is general manager, and the force is composed chiefly of Chattanooga men. A Goodrich testing crew, which has been testing tires in the South, will use the new branch as headquarters.

BRANCH MEN DINED

CLEVELAND, O.—The Goodrich sales staffs of the Cleveland, Toledo, Columbus, Youngstown, Lima and Zanesville branches were tendered a dinner recently at the Hotel Olmsted by their manager, C. A. Dunham. About 60 employes of the different branches were present, and a number of speeches followed the dinner, on topics everything from crude rubber to the selling of the finished product.

PLANS FOR FAIRGROUND SHOW

LOUISVILLE, Ky., Automobile and motorcycle dealers of Louisville and the State are greatly interested in a recent announcement made by Matt S. Cohen, State commissioner of agriculture, who has plans under consideration for the erection of a $50,000 building on the Kentucky State Fair Grounds, at Louisville, for showing motor cars, motorcycles, etc. It is further planned to hold races of one kind or another on the final day of each annual fair, the races to be held on the half-mile track and under the auspices of the National Automobile Racing Association. The proposed building is to be 250 x 200 feet.

CLEVELAND BUSINESS STRIKING ITS STRIDE

Ten New Agencies Appointed in Ohio Alone—Coast Indications Are for an Exceptional Year

CLEVELAND, Ohio, Feb. 26.—Ten new Cleveland agencies all in the State of Ohio have been placed by the Cleveland Motorcycle Mfg. Co. The list includes:

Harley-Davidson Sales Co., Portsmouth; R. V. Dickerson, Ironton; Harry A. Cross, Dayton; Geo. E. Meek & Co., Springfield; Howard Beeney, Newark; Clark Sturtz, Zanesville; Canton Motorcycle Co., Canton; J. E. Swank, Bucyrus; Ralph C. Mount, Marion; Wm. Leatherman, Fostoria.

Arrangements have also been made through the Weinstock-Nichols Co. for the account of Ben Bresee of Fresno, Cal., one of the largest motorcycle dealers in this country, who covers the San Joaquin Valley and is a large distributor of motorcycles.

The Weinstock-Nichols Company have opened retail stores at 323 W. Eighth street, Los Angeles, Cal., opposite Hamburgers' large department store. This location is exceptionally good and will be used for Cleveland Motorcycle retail business only. They have opened up an exclusive retail store at 1162 Market street, San Francisco, Cal., and this store will be managed by Mr. D. J. Raddick; they have also engaged Mr. Russell Lease, who will be demonstrator salesman at this store.

Another wire has been received from Weinstock-Nichols for an additional carload to be shipped immediately. In Oakland, Cal., during the week of Jan. 26, the Weinstock-Nichols Co. had 15 motorcycle window displays in different parts of the city and their Mr. Young gave a motorcycle talk to the Oakland Technical High School class, which shows that they are getting after the business in a very thorough manner.

RHODY AGAIN!

New Bill Before Legislature Demands Locks and Hits at Skid Chains.

PROVIDENCE, R. I., March 5.—Another bill just presented to the Legislature provides, among other things, that motorcycles must have adequate brakes, muffler, suitable bell or horn, display one or more lights on the forward part, so placed as to be seen from the front, and shall display on the rear of such vehicle a lamp so placed that it shall show a red light from the rear and a white light at the side, and so arranged as to illuminate the rear number or marker.

Every machine shall be provided with a lock, key or other device to prevent said vehicle from being set in motion, and no person shall allow any such vehicle operated by him to stand or remain unattended in any street without being first locked or made fast.

No tire shall be fitted with a chain when used upon gravel, macadam or other made roads, except upon natural dirt, asphalt, cobble, belgium block or vitrified brick pavements, provided, however, that tires may be fitted with a chain when reasonably necessary for safety in case of slippery roads.

NEW ZEALAND WIN

Hinds on Indian Takes Handicap Century from Scratch

SPRINGFIELD, Mass.—After a lively century race along New Brighton Beach, New Zealand, over a course rendered difficult by accumulations of seaweed and a high wind, E. F. C. Hinds, the only Indian contestant and a scratch starter, finished first, covering the hundred miles in 97 minutes. Hinds was one of two scratch starters in a field of nine contestants, the handicaps of the others ranging from 2 to 23 minutes.

One of the most remarkable points of Mr. Hinds' run was that at the end of 36 miles he had passed every contestant except one, who had a handicap of 19 minutes, and had overcome 14 minutes of that handicap. At 50 miles he led the field easily and had no difficulty in maintaining his lead to the finish.

DENVER SHOW

Plans Completed for Five-Day Exhibit, March 20-25; Two-Wheelers in Line.

DENVER, Colo., March 3.—Plans for Denver's Fourteenth annual Automobile, Motorcycle and Accessory Show are now well under way. The affair will be held in Mammoth hall, Colfax avenue and Clarkson street, beginning March 20 and ending five days later.

Motorcycle dealers here are very much interested in the show and are already making extensive plans for their exhibit and other show arrangements. The show is expected to draw visitors from all parts of the state.

FOR STATE LICENSE

Wheeling Club Wants West Virginia Legislature to Take Up Matter

WHEELING, W. Va., March 5.—The Wheeling Motorcycle Club has gone on record as favoring a state license and opposed to city licenses on motorcycles. J. Landon Bier, president of the club, left for Charleston today to lay the matter before the state legislature.

President Bier, in discussing the matter said: "Every state in the Union has a state motorcycle license except West Virginia. When we go to Maryland, or other states, we are compelled to take out a state license as our city tag is not considered in other states."

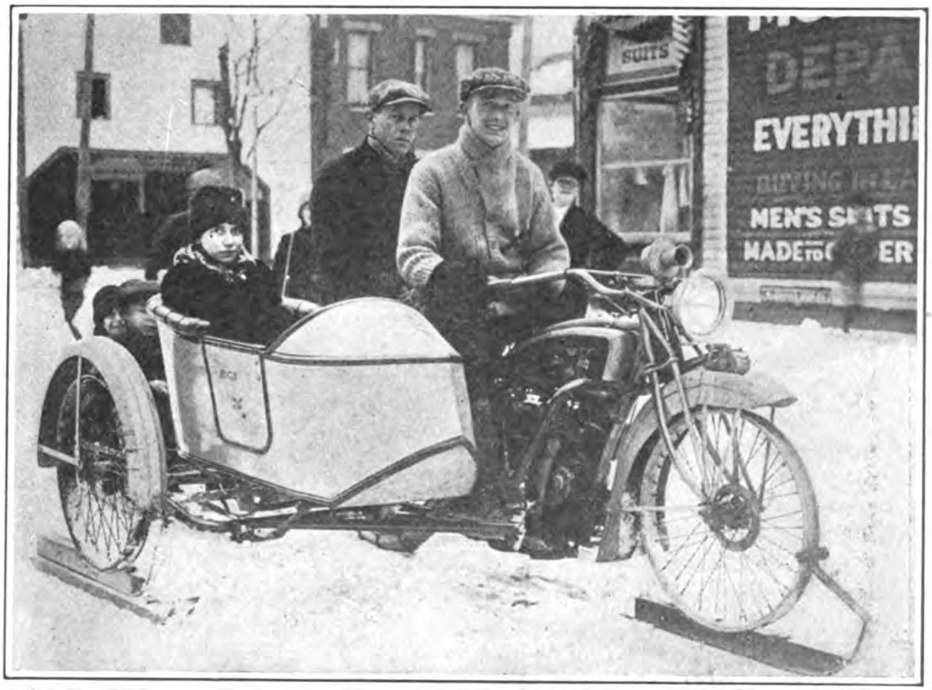
DU PONT TAKES OVER MAROKENE

ELIZABETH, N. J., March 5.—The Du Pont Fabrikoid Co., of Wilmington, has acquired control of the Marokene Co., which makes a leather substitute similar to the Du Pont fabrikoid which has been widely used in the motorcycle field for upholstering sidecar bodies.

DEALERS ATTEND SERVICE SCHOOL

MILWAUKEE, Wis., March 5.—The following dealers are in attendance at the school of instruction in session now at the Harley-Davidson factory: Wm. Beintker, Stetsonville, Wis.; Herbert N. Johnson, Flint, Mich.; L. B. Dodge, Virginia, Minn.; G. L. Church, Woburn, Mass.; J. M. Slager, Great Falls, Mont.; August Yakie, Port Arthur, Texas; Wm. G. Carter, Pittsfield, Mass., and N. M. Nickerson, Fall River, Mass.

SIMPLE METHOD OF SOLVING THE WINTER PROBLEM



How H. Carlisle Stewart, of Huntington, W. Va., Transforms His Excelsior Outfit by Simply Shedding Two Tires and Affixing Runners

PERKINS SEEKS AID OF NEWSPAPERS

M. & A. T. A. Manager Asks Newspapers of Country to Assist in Lining Up Motorcyclists for Military Training in Local Companies

NEW YORK, March 6.—Manager Donald G. Perkins, of the Motorcycle and Allied Trades' Association, is calling upon the newspapers of the country to assist him in lining up local companies of motorcycle riders for military training in the various cities and towns, and there are indications that his activities will have an important effect upon the movement already under way to ally the power two-wheeler more closely with the military resources of the government.

Manager Perkins suggests in a circular letter, which is now going out to newspapers all over the country, that the leading newspaper office in each city be made an enlistment headquarters for motorcyclists, and it is his intention to get out a striking poster, 25 by 37 inches, to aid in working up interest.

Arrangements will be made to have the motorcyclists instructed by U. S. army officers, so that in the event of war the riders will be fitted to take up at once the branches of service for which they are fitted.

SPANISH VERSION

New Booklet Telling of Harley-Davidson Achievements for South America

MILWAUKEE, Wis.—Emphasizing the importance the Harley-Davidson folk attach to the South American motorcycle market is a new little pamphlet just off the press, printed in Spanish, which is intended for distribution to prospective riders throughout the South American republics and territories.

All of the many sporting achievements of the Harley-Davidson in the Latin American countries are touched on in an impressive manner, the booklet being well illustrated with photographs of the most famous of the motorcycle speedsters among our Southern neighbors.

FRISCO TRADE CHANGES

Hopkins Buys Out Partner and Engages Meyers; Bente Takes Herold.

SAN FRANCISCO, Cal., February 26.—C. C. Hopkins has bought out his partner Loris Alzina in the Reading Standard branch, and will continue the business himself in the future. Alzina has retired from the motorcycle business.

Charles Meyers has been engaged by Mr. Hopkins as salesman and demonstrator. Meyers, who was formerly associated with Hopkins when the latter managed the Indian branch, has more recently been connected with the Pacific Motor Supply Co. in the parts department.

There have also been some changes in Fred H. Bente's establishment. Frank King has left Bente to go with the Firestone in Sacramento, his place being filled by A. F. Herold, formerly the Indian man at Santa Ana, and later connected with the Harley-Davidson folk in Los Angeles.

GOOD-BYE GLARE!

Scatter Lens Co., of Newark, Offering Device for Motorcycle Headlights.

NEWARK, N. J.—The Scatter Lens Co., of this city, which, for some time past, specialized on lenses of a novel type for eliminating the glare from automobile headlights, announces a new line of lenses which are adaptable to all makes of motorcycle headlights.

The Scatter lens is a pressed glass lens so pebbled in the process of manufacture that the light is diffused and the glare done away with as a consequence. At the same time sufficient of the light is cast ahead on the roadway to make for safety in night driving. The motorcycle lenses are being distributed to the metropolitan trade by Baker, Murray & Imbrie, 10 Warren street.

TRACK FOR TORONTO

City to Acquire Rosedale Athletic Field, Scene of Many Race Meets.

TORONTO, Ont.—The Rosedale Athletic Field, where thousands of bicycle races were staged in the '90's, is to pass into the hands of the City of Toronto on the condition that the municipality maintain it as a permanent athletic park. The city is to assume a mortgage of $42,000 and pay off some minor liabilities. Already the bicycle enthusiasts of Toronto have asked the city to make arrangements for the holding of bicycle track races on the famous oval, which has practically not been used for fifteen years. The park had one of the fastest dirt tracks on the continent and the cyclists have asked that it be relaid and rebanked.

TAKE EXCELSIOR IN HAMILTON

HAMILTON, Ont.—The Excelsior is now represented in Hamilton by Harris & Funger, 76 York street, who have been in the bicycle business for a number of years. With the arrangements for this agency completed, three makes of motorcycles are now being handled in Hamilton, namely, the Indian, Harley-Davidson and Excelsior.

MORITZ STARTS ON HIS OWN

TORONTO, Ont.—A Toronto motorcyclist who is making a plucky bid for business is Frank Moritz, who formerly raced and labored for both Percy A. McBride and Walter Andrews, the distributors. Moritz has opened shop at 724 Danforth avenue, corner of Greenwood avenue, where he has installed facilities for a service station. In the spring he will add a bicycle sales department and may take on a motorcycle sub-agency.

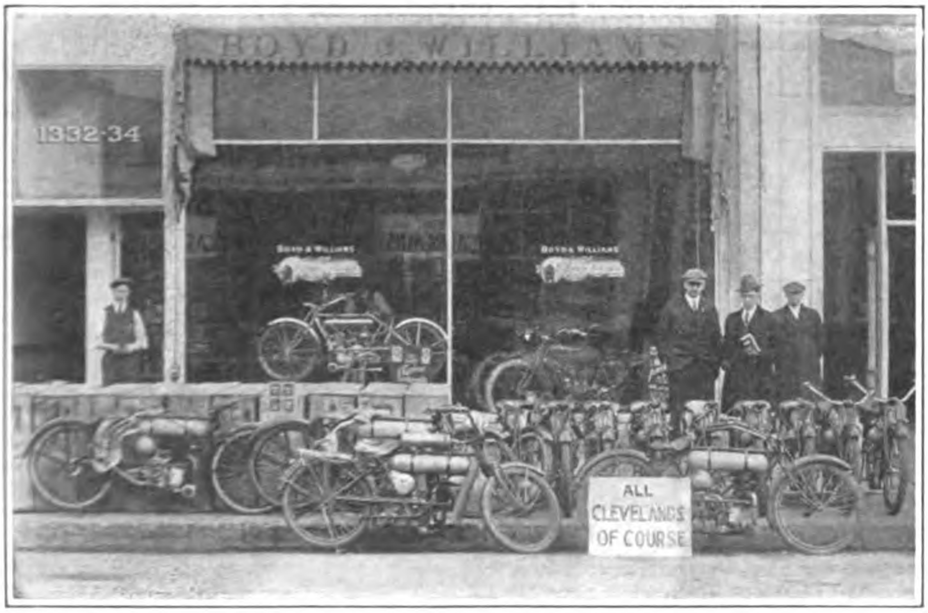
FOR AUTOMOBILE SERVICE WORK

VANCOUVER, B. C.—Something new in the way of a fast emergency service has been adopted by the Vancouver Motor Co., Vancouver, for the benefit of their automobile customers. The company has added a three-speed Excelsior to its equipment for this service and the purpose is to send out a mechanic to any part of the city or surrounding country at any hour of the day or night. The motorcycle is equipped with a complete outfit of tools for roadside repairs, including a tow-rope.

OTTAWA AWAITS GOOD ROAD

OTTAWA, Ont.—The motorcycle dealers of Ottawa, Canada's capital, are looking forward with eagerness to the building of the proposed permanent highway between Ottawa and Prescott, which will connect this city with the chain of good roads in New York State. Ottawa has always been isolated when it comes to tourist traffic because of the abominable roads leading to the capital. During 1916 only a few American tourists found their way to Ottawa, but the new road will remedy conditions.

HOW DENVER IS TAKING TO THE CLEVELAND



A Big Shipment of the Lightweights in Front of the Store of Boyd & Williams, Denver Agents; Many of These Machines Were Sold in Advance

O'HARE STARTS BACK

Thor Man Will Call on Northwest Trade on Way Back East.

SAN FRANCISCO, February 26.—Having completed the deal whereby T. E. Berry of Los Angeles will handle the entire distribution of the Thor for the Pacific Coast, resulting in the closing of the factory branch here, C. B. O'Hare, sales manager for the Thor, left San Francisco yesterday headed north. He intends visiting Portland, Seattle and Tacoma before returning to the east.

This was Mr. O'Hare's second trip to the coast, and he is leaving more enthusiastic than ever over coast conditions and the prospect for a big Thor business.

FRISCO RUN BALKED

Rain Halts National Guard Outing; Girls Provide a Treat.

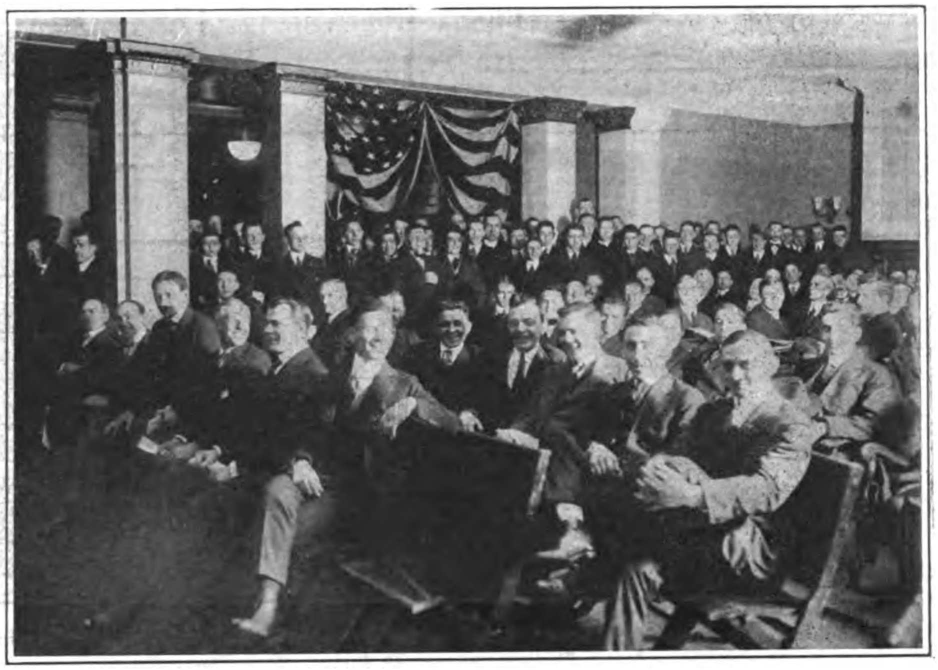
SAN FRANCISCO, Cal.—Rain interfered with the plans of the San Francisco M. C. which called for a social run to Mt. Diablo, each club man to carry as a passenger a member of the California National Guard, on February 25. The run will be staged in the near future.

The members of the club were surprised on the evening of February 22 by a delicious little supper which was furnished by the girl members of the club. Music and dancing followed the collation.

NEW OKLAHOMA TIRE COMPANY

ARDMORE, Okla., March 3.—The Erickson-Priddy Tire Co. has been organized here and articles of incorporation filed at Oklahoma City. The incorporators are: C. A. Erickson, S. E. Priddy, J. S. Twombly and E. J. Erickson, all of this city, and the company is capitalized at $12,000. The company will conduct a general tire business, dealing in bicycle, motorcycle and automobile tires.

Y. M. C. A. ENTERTAINS INDIAN FACTORY STAFF



The Wigwam Visitors Snapped in the Assembly Room

SPRINGFIELD, Mass.—The evening of Thursday, March 1, was set apart as Indian night by the Springfield Y. M. C. A., the entire office and factory force of the Hendee Mfg. Co. being invited to become the guests of the organization for that occasion. More than 600 were present to participate in the athletic events and general festivities arranged by the combined Y. M. C. A. and factory committees, and the affair was a tremendous success from start to finish.

The meeting was opened by a brief address by the mayor, after which the men were welcomed by Kenneth Robbie, secretary of the Y. M. C. A., T. L. Loose and J. A. Priest, superintendent and advertising manager respectively, responded, after which the building was turned over to the men for the evening. The athletic events consisted of basket ball games, swimming contests and bowling.

SPECIAL CYCLEMOTOR MODEL

TORONTO, Ont.—Sam Bulley, of the Planet Bicycle Works, Toronto, has built a special bicycle model for use with the Cyclemotor. This model has widened rear forks, strengthened frame head and heavy lower frame tubing, and has shown well in numerous trials.

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FIRST MOTOR BATTERY RIDERS PREPARING TO LEAVE FOR WASHINGTON

New York's Crack Motorcycle Squad Acted as the President's Bodyguard During the Inaugural Parade Monday, March 5, and Received an Ovation From Throngs Along the Route. The Photo Shows Them About to Start From the Armory.

ROCHESTER RUN

Twenty Hardy Riders Buck Bad Roads with "Art" Rochow as Chief Scout

ROCHESTER, N. Y., March 6.—Art Rochow, of the Wagner-Dolph Co., Inc., acted as master of ceremonies for a run held Sunday, February 25, under the company's auspices, and succeeded in lining up 20 participants. As there was considerable snow on the ground, it goes without saying that the run savored strongly of an endurance contest, but the hardy roadsters went through without a hitch and arrived home with greatly increased confidence in themselves and their mounts.

The route led from Rochester to Geneseo, at which point the riders enjoyed a chicken dinner at the Big Tree Inn, and when the homeward trip was started in the middle of the afternoon all hands were prepared for the worst. The trip back to Rochester, 67 miles, required two hours, but was made without serious difficulty. Quite a few of the boys were using their new model machines, and the manner in which the motors bucked the drifts and hummed along through the rutted roads brought joy to the hearts of the owners.

MORE GYPSY TOURISTS

Sioux City Motorcyclists Plan to Participate in Big Summer Turn-out

SIOUX CITY, Ia., March 6.—Motorcyclists of this city and vicinity have already prepared tentative plans for participation in the National Gypsy Day Tours, and about 55 riders have already been lined up to participate in the trip out of Sioux City. It is the intention of the boosters to avail themselves of the opportunity to reorganize the Sioux City Motorcycle Club, which was disbanded some time ago.

The rapid progress of the good roads movement in Iowa has made it possible to use a motorcycle through all parts of the State with little or no inconvenience, and this, combined with the general prosperity that everyone in the Hawkeye State seems to have enjoyed during the past year, insures the largest turn-out of motorcyclists ever seen in this section.

Considerable emphasis has been given to a military motorcycle movement in the Iowa National Guard by the enthusiastic reports of the men returning from the Mexican border.

ANOTHER CYGNET

New Service Model of Rear Car Offers Many Advantages to Contractors

BUFFALO, N. Y.—The latest addition to the already interesting and comprehensive line-up of Cygnet rear car models is a service type, Model "G," which has been placed on the market for the special benefit of electrical contractors, plumbers, gas companies, telephone companies, supply houses and miscellaneous contractors. It is built with doors opening both front and rear, and thus permits of carrying piping or other long material. A neat rack on top of the van adds to the car's carrying capacity, and a two-passenger seat directly in front of this rack, and centered behind the motorcycle driver, is an additional novelty.

CROTONA PRIZES

Manufacturers Are Invited to Make Donations for Club's Run

BRONX, N. Y., March 6.—The Crotona M. C., 2148 Mapes avenue, is getting out a circular letter calling attention to the fact that its third annual endurance run will be held Sunday, May 13, and requesting that manufacturers and others give their co-operation by donating prizes. The club announces that it will gratefully receive any trophy or accessory prize, and that the assistance of the trade, as well as the riders, will be deeply appreciated.

All communications relative to arrangements for the run, or concerning the donation of prizes, should be addressed to Wallace Stuart, 1010 Washington avenue, Bronx, N. Y.

MORE ECLIPSE OFFICE ROOM

ELMIRA, N. Y., March 6.—Indicative of the progressive policy of the Eclipse Machine Co., and also significant of the increasing favor with which the company's products are meeting, is the new addition now under way to the administration building. This extension, which is advancing rapidly, will give the Eclipse company four large new offices, and these, with the spacious offices already occupied, will enable the company to meet the demands of its administrative department for some time to come.

WAGNER-DOLPH BOWLING PARTY

ROCHESTER, N. Y., March 6.—About 15 old riders and new prospects were entertained last Thursday evening, March 1, at a bowling party given by the Wagner-Dolph Co., Inc., Harley-Davidson and Cleveland distributors in this city. This is the first of a series of programs which the Wagner-Dolph Co. will put on with a view of promoting fellowship and adding recruits to the ranks.

The Wagner-Dolph Co. is planning a series of bi-monthly pleasure runs and hill-climbs to be held throughout the summer, and it is the hope of the firm that a new Rochester Motorcycle Club will be the outcome of the interest thus aroused. There is already considerable sentiment to support such a move among the riders.

MOUNDSVILLE M. C. LEASES TRACK

MOUNDSVILLE, W. Va.—The Moundsville M. C. has secured a lease on the local track for 1917, and is planning a series of races for the summer. The club has always made money on its races, and arrangements are now afoot to offer better prizes than ever before in order to attract the top notch speedsters.

FLUID INJECTOR

Van Cleef Bros. Bring Out Shop Device for Filling Tires

CHICAGO, Feb. 17.—Van Cleef Bros., manufacturers of Dutch brand products, have added to their line a new tire fluid pump for shop use.

In its simplest aspect the device comprises an orthodox foot pump with a cistern for holding the fluid neatly fitted to the top of the pump barrel. All that is necessary to operate it after filling the reservoir with Dutch brand tire fluid, for use with which it is primarily designed, is to connect the chock to the tire valve and give the pump-handle one stroke downwards. This action measures and injects into the tire exactly the right amount of fluid to effect perfect sealing.

Van Cleef Injector

After every injection of the fluid the device is automatically made ready for use the next time. The reservoir, which has a capacity for half a gallon, is fitted with a neat cover which absolutely prevents evaporation of the fluid. The price of the device, which is fitted with a neat stand to prevent its tipping over when not in use, is $5.

AUTO-PED ON COAST

Freed Takes San Francisco Agency; Fifty Sold for Amusement Beach.

SAN FRANCISCO, Cal.—The Pacific Motorcycle Supply Co. has taken on the agency for both San Francisco and Los Angeles for the Auto-ped which is distributed here through the Coast branch of the American Ever Ready Co., which makes the novel two-wheeler.

The machine is making quite an impression and already the Owl Drug Store, San Francisco News Bureau and Marks Bros. have taken machines for delivery and other utilitarian services.

C. E. Johnson, Los Angeles manager of the Ever Ready branch, has sold 50 of the little machines which will be rented out at the beach resorts next season.

NEW SPARK PLUG

Jumbo from Boston Has Stone Type Insulator and Special Features

BOSTON, Mass.—Under the trade name Jumbo, a new line of spark plugs is being introduced by the Gibson-Hollister Co. of this city. The main features of the plug and on which the manufacturers base claims of superiority are exceptionally heavy shell and body construction and the use of a special synthetic vitrified lava insulating medium which goes under the name "Molite."

The insulator is said to have a greater dielectric strength—that is, resistance to the passage of the electric spark—than porcelain by 20 per cent., while at the same time it is not so fragile. As an illustration of its heat resisting properties and its ability to withstand sudden temperature changes, it is pointed out that the substance has been heated to 2,000 degrees F. and suddenly immersed in cold water without the slightest tendency to crack or break.

For this reason the Jumbo plug is especially recommended for high speed, high compression air cooled motors where the plugs are exposed to all sorts of conditions. The use of large heavy electrodes, with the ground electrodes double and anchored at both ends in the motorcycle type makes for ready radiation of the heat forestalling preignition and for a permanence in the set of the spark gap which the high motor temperatures cannot affect. Some of the other claims made for the Jumbo plug, which is priced at $1 in the motorcycle size, are as follows:

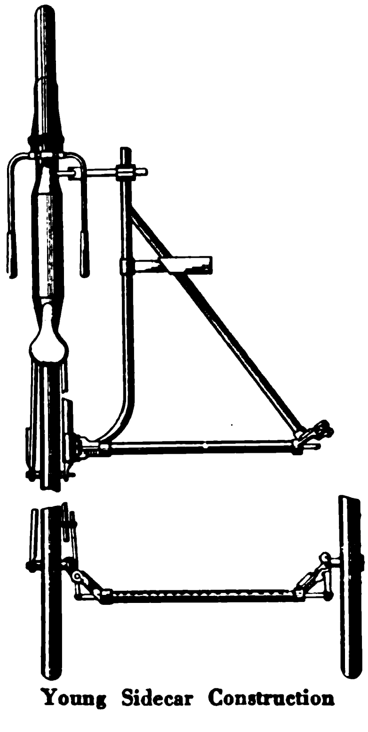
Permanite washer to allow for upward expansion of the insulator; rounded edge prevents plug from short-circuiting on the outside; extra insulator insures spark in case of mechanical damage to main insulator; large bushing holds insulator firmly at top, giving the plug great mechanical strength; high-compression asbestos gasket makes an even seat for bushing and allows for upward expansion of insulator.

MOVABLE SIDE WHEEL

Hugo Young Is Granted Patent on Ingenious Sidecar Wheel Construction

HUGO H. YOUNG, of Mansfield, O., recently received a patent on a sidecar wheel which is guidable and controllable in relation to the movement of the front wheel of the motorcycle to which the sidecar is attached. The sidecar wheel, or side wheel, is mounted on a pivot so arranged that the wheel will cant or tilt with the motorcycle wheel and will at the same time move in an oblique direction corresponding with the front motorcycle wheel in making turns.

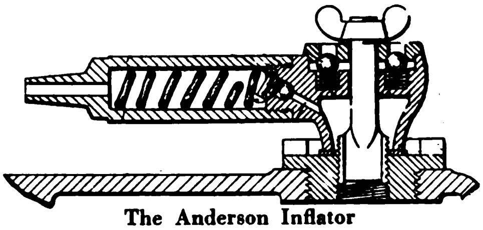
A rod attached to the end of the rocker carrying the hub is pivotally connected to the motorcycle frame such that it is operated by the movements of the said frame. As it is slidably mounted to the tubular axle it in turn guides the movement of the side wheel through the rocker arm. In the illustration the reader will recognize the basic features of the "Flxible" sidecar, of which Mr. Young is the inventor. The patent is No. 1,204,924.


Young Sidecar Construction

ANDERSON INFLATOR

Recently-Patented Device Utilizes Air From Cylinder to Pump Tires

HIGHLANDS, N. J.—Andrew Anderson, of this city, has just been granted a patent on a pneumatic tire inflating device which is adaptable for use with motorcycle and automobile motors. This apparatus operates with the air drawn into the cylinder through a special valve in the device and sends this air through the device when the piston approaches the top of its stroke. The patent is No. 1,204,232.


The Anderson Inflator

The Anderson device is attached to the motor by the sparkplug aperture, a special bolt with wing-nut being used to ensure the correct fitting. In the part of the device immediately above the plug aperture are ball-valves to admit the atmospheric air on a suction stroke of the motor. A prolongation of the body of the device carries a chamber with non-return ball valve and communicating passage, while the hose connection to the tire valve is attached at the farther extremity. The air drawn into the combustion chamber of the cylinder through the ball-valve is sent out through the communicating passage into the chamber in the device, from which it goes to the tire. A coil is placed in this chamber to filter the air.

FOR TORONTO CLUB

Pepper, Thor and Dayton Man, Working to Form One.

TORONTO, Ont.—There are indications that Toronto will not be without a motorcycle club much longer. This city was formerly the possessor of the second largest motorcycle club on the American Continent. This was the Toronto Motorcycle Club, with 595 members. The moving spirit behind the new organization is Charles R. Pepper, Danforth avenue, who was recently appointed Thor distributer for nearly the whole of Ontario. Pepper intends to use the Danforth Club, a social organization, as the basis for his motorcycle club.

Pepper reports that he has received many inquiries from old Thor riders, both in Toronto and outside, relative to the new models. "Once a Thor rider, always a Thor rider" is now Pepper's slogan, after getting into touch with the present Thor owners. Pepper also recently received a shipment of Dayton motorcycles and Dayton bicycles.

Questions and Answers

Ever get stuck with trouble you cannot locate? Want to buy something and don't know where? Looking for some advice? Just drop a line to the "Tech Editor."

DEFECTIVE INLET VALVES

MY 1914 twin is slow in answering to the throttle, especially when I open it wide. Compression seems to be all right, mixture and ignition are correct.

New York, N. Y. RITCHIE LUCAS.

One or both of the automatic inlet valves may be dirty or have bent stems. Either trouble will prevent the valves opening fully and quickly. As the valve stems are very short on your motor, we recommend getting new valves if the stems are bent, as it is difficult to straighten them properly.

CELL VENT LEAKS

I USE a storage battery on my machine which always seems to leak. I find acid on the top of one cell and cannot keep a wire in good shape on the binding post. I cannot spare the time to send the battery to the maker just yet. S. G. M.

St. Louis, Mo.

If you have not filled the cells too full, the trouble lies in the leaky vent. Get a nipple such as is used for baby's bottles and fit it over the vent. Be sure there is an opening in the nipple to let the gases escape. The battery solution should be ½-inch below the lid of each cell.

A TUBULAR MUFFLER

I DESIRE to fit a more effective muffler on my twin machine but do not desire a cut-out. Please give directions for making one. A. R. PARSONS.

San Francisco, Cal.

Get a piece of 2½ inch seamless steel tubing, 18 to 20 gauge, and six feet in length. Seal one end. Remove muffler and place tube with sealed end forward so that front exhaust pipe comes in about 3 inches from sealed end. Mark for this and the rear pipe and cut 2½ inch tube to fit these pipes. Suspend the tube by bands from loop-tube, bottom bracket and slider fork on right side.

HAVE IT WELDED

THE front cylinder on my 1916 twin has been scored in some way for about seven inches from the top. The score is not deep, so I figured I could have it filled or the cylinder rebored and put in new rings. I would like to know which method of repair you think would be the better.

Tamaqua, Pa. R. F. FUCHS.

We suggest that you have the cylinder treated by oxy-acetylene welding and then bored. You will probably need new rings and maybe a new piston. The firm that does the welding will take care of the boring. If you have the cylinder rebored, new rings and a piston will be needed and the other cylinder should be rebored to the same size in order to keep the running even in both cylinders.

WIRE HAS STRETCHED

IN trying out my machine, I find that the motor sputters and seems to continue to fire after lifting the valves. I have had to stop it by short-circuiting the magneto, but after having examined the lifter cams in the gear case, cannot seem to locate the trouble. OSCAR WYNMAAR.

Cleveland, O.

You will probably find that the wire controlling the lifter from the grip has stretched. This will not allow the valves to drop all the way when the grip is turned. Loosen the screws at the lifter connection, turn the grip to the dropped position and after taking the slack out of the wire, set up the screws.

OCCASIONAL MISSING

MY motor will run all right on high, low and most medium speeds, but at one particular range will stutter or misfire. This only happens occasionally, but is very annoying. I should be glad to know how to remedy it. J. K. PRESTON.

Pottsville, Pa.

See that the valves all seat, watching for any signs of sticking. Run over wiring for leaks in insulation. Dismount carbureter and look for dirt in gasoline passages. If these are correct, we recommend getting a new spring for the carbureter air-valve.

AIR-VALVE STICKS

ON my lightweight machine, the motor will start all right and pick up speed, but when I close the throttle to reduce the speed the motor balks and stops unless I quickly open the throttle. The compression is good, the ignition timed correctly and there are no leaks in the inlet piping.

Buffalo, N. Y. SAMUEL A. WHITE.

The trouble is due to the air-valve in the carbureter sticking in the open position. Dismount the carbureter and examine the air-valve spring, noting if it is broken. See that the valve works freely and that the spring keeps it closed before putting it back into service. Get any parts needed from the carbureter maker.

FIT AN AIR VALVE

WHILE my 1914 twin machine is in good shape as regards power, compression and ignition, it has one fault. This is, it will miss and jerk when the throttle is opened after running slow, but will finally hit on both cylinders and perform steadily. Any carbureter adjustments give the same results.

This being a single-speed machine, I would like to have your opinion as to a trip to the Pacific Coast on it.

David City, Neb. CARSON M. DEE.

Look at the spring valves on both cylinders and see that they have not lost their temper; if such is the case, replace the weak springs. The inlet manifold seems to "load up" with gas from your description, and it might be advisable to fit an auxiliary air valve in the manifold to correct this. The valve would be operated by hand, of course.

We cannot recommend your trying a trip to the Coast on your machine, as you will have places further west where a low or intermediate gear will be almost imperative. In saying this, we do not wish to be understood as stating that it can't be done, but that it is not to be recommended.

MAXIMUM LOADS

PLEASE give me your idea of maximum weights to be carried on a 1917 twin with sidecar for country touring. The weights are to be divided thus: Driver, tandem passenger, sidecar passenger, sidecar, and luggage. WILLIAM BRUEL.

Hoboken, N. J.

We suggest as maximums in each case, 175 pounds driver, 170 pounds tandem passenger, same for sidecar passenger, 150 pounds sidecar, not over 80 pounds of luggage. Total weight should therefore not be 750 pounds. The lighter the passengers, the more luggage can be carried. Do not expect to take hills on high with this load. There will be considerable low gear work, as it is.

REPLENISH THE OIL

I FIND that my clutch does not hold after riding about 150 miles. It heats up and then the slipping comes. If I let it rest for a short time the trouble stops, to commence again after the same distance is run.

Chicago, Ill. B. BEZZETTI.

The trouble lies in either the clutch lubricant being scanty or the wrong oil being used. Flush out the clutch with kerosene; let it dry and then inject fresh cylinder oil such as is used in your motor.

RENEWING THE GLOSS

I WOULD like to know how to renew the gloss on the enamel of my machine. It has been ridden for some time and cleaned regularly, but the enamel is dull.

Rochester, Pa. W. J. BRATTE.

It is probable that a treatment with Johnson's Prepared Wax will restore the finish to the enamel. If you have used gasoline to clean the enamelled surfaces, the last coat may have been rubbed off, so that varnishing must be done. As you do not tell us the color of the machine, we cannot give you more than these general directions.

BICYCLE
SECTION

THEY'RE OFF IN THE 'FRISCO "GRIND"

Twelve Teams Start in Coast Six-Day Race—Injuries Eliminate Eddie Madden in Early Hours—De Luxe Surroundings in Building Prove Pleasant Surprise to Riders and Spectators

(By Telegraph.)

SAN FRANCISCO, Cal., March 6.—After a lapse of about 20 years San Francisco's sport lovers were given a chance to see the six-day bicycle riders in action. On Sunday night at 10:30 twelve teams of cyclists of international fame were sent on their 144-hour journey, the scene of the event being the Civic Exhibition auditorium, near the heart of the city.

The field that started was made up of the following combinations: Reggie McNamara and Fred Hill, Eddie Madden and Jake Magin, Eddie Root and Frank Corry, Arthur and William Spencer, Hans and Ernest Ohrt, Percy Lawrence and Lloyd Thomas, George Cameron and Harry Kaiser, Worth Mitten and Tommy Smith, George Wiley and Clarence Carman, Charles Piercey and Joe Kopsky, Tommy Grimm and Tom Bello, and Ed J. Carroll and Fred Weber. The field, with only a few exceptions, is practically the same that competed in the recent Chicago "grind."

Madden Injured in Spill

Twenty minutes or so after the start misfortune struck the Madden-Magin camp. During a sprint for a special price offered by a local judge, Madden crashed into Bello as the latter was slowing up after winning the judge's "prime"; William Spencer was also mixed up in the spill. Madden was carried to his training quarters and two stitches taken in a bad gash in his ankle. The injuries proved to be too much for the Newarker, and he was forced to retire from the race at 5 o'clock Monday morning.

After Madden's retirement Magin rode for over an hour in order to secure a new partner. Arthur Spencer, of the Canadian brother team, was in no shape for a contest of this kind, and he withdrew so his brother could pair up with Magin, the new team being penalized a lap according to the rules.

In the first hour the riders covered 26.9 miles, while in the second the score stood 51.3. The score for three hours was 75.4 miles. The cyclists set a steady pace almost from the start, the race being livened up now and then with sprints for special prizes.

Bello Started His Downfall

The score at the end of the first 24 hours was 543.5 miles with the McNamara and Hill team in the lead. Early this morning Tom Bello started a sprint that proved to be disastrous for his team as well as that of Wiley and Carman. Bello gained a big lead and the field went after him with a vengeance. When the majority of the riders caught Bello they continued on and Bello rode off the track. The officials penalized Bello for his offense. The Wiley and Carman team lost a lap in the "jam" as well, and the leading group is made up of eight teams and the Magin-W. Spencer, Wiley-Carman and Bello-Grimm teams are one lap back.

A CYCLEMOTOR BOOSTER

Assistant Sales Manager O. W. Adams Snapped Down Florida Way

The original plans called for the deciding of the contest on the so-called Berlin style of finishing. Sprints were to have been staged each afternoon and evening, the rules being the same as those in force during the last New York and Chicago races. The sprints, however, were eliminated during the first day.

The building in which the race is being held is one of the finest on the coast. Instead of the infield being used as a corral for the "general admissionites," the same has been fitted up with palms, tables and chairs to give it the appearance of a roof garden. The riders' camps have been decorated with the national colors, and one of the noticeable features was the attendance of many who came in dress suits.

Mayor Rolph, of San Francisco, was imbued with the spirit of a philanthropist, and gave away $20 in four $5 "primes." Carman, Root, Magin and William Spencer won the mayor's money.

The Preliminary Races

On Saturday night a card of preliminary races was staged. Clarence Carman, the Long Islander, who is paced champion, defeated George Wiley, the Syracuse rider, two straight heats of a five-mile motor-paced race. Reggie McNamara, the Australian, won the "Alternance" race. Hans Ohrt, the 'Frisco sprinter, finished second; Fred Hill, Boston, ran third, and Eddie Madden, Newark, N. J., fourth. Eddie Carroll, the Oakland rider, won the half-mile handicap for the professionals from Tommy Grimm, Newark; Fred Weber, Newark, and Worth Mitten, Davenport, Ia., who finished as named. The five-mile open was also won by McNamara, who beat Frank Corry, Australia; Eddie Root, Boston; Jake Magin, Newark, and Tommy Smith, Newark, in the order named.

FRED ROY A CHAMPION

Flower City Rider Wins Handicap and Western New York Title

ROCHESTER, N. Y., March 5.—Fred Roy, the local indoor star, was the big winner at the games of Company G, Third Regiment, held at the local armory Thursday night, March 1. Roy accounted for the three-mile handicap from scratch, finished second to a young Buffalo rider named Meulbaur in the one-mile open, and then defeated Isadore Gronkowski in a special western New York championship match.

C. R. C. A. HOLD BANQUET AND AWARD PRIZES

Popular New York Organization Holds Annual Feast and Presents Trophies and Certificates of Merit to Winners

NEW YORK, N. Y., March 6.—At the recent banquet of the Century Road Club Association, the 20th, by the way, which was held at the Broadway Central Hotel, the diners numbered over 80. Among some of those present were Daniel M. Adee and Richard F. Kelsey, of the National Cycling Association; Fred Sanborn, of Baltimore; William Winquist, the Brooklyn endurance rider; Vito Cestone and Benjamin Boyes, two New York-Boston record holders, and others famous in the sport.

The presentation of trophies and competition awards was a feature of the banquet. The following were the national awards given out:

Sanborn Gets Mileage Medal

Mileage medals—Gold, Fred M. Sanborn; silver, William Winquist; bronze, Sylvain Segal. Membership—Bronze statue, Louis Zemo. Certificates of merit—Vito Cestone, New York to Boston in 18 hours, and one for making the same trip in 17 hours and 36 minutes; Benjamin Boyes, New York to Boston in 17 hours and 49 minutes; William Winquist, New York to St. Louis, Mo., in 11 days, 15 hours and 32 minutes, one for making the trip from New York to Chicago in 7 days 10 hours and 45 minutes, and one for mileage.

Fred Sanborn was given a certificate of merit for doing the New York to Chicago trip in 7 days 18 hours and 56 minutes, one for making a century of centuries and one for mileage. Dr. A. C. Griffen and J. W. Johnston were each given a certificate for 1904 mileage. The Mitchell Trophy, a silver loving cup, was awarded to Vito Cestone for his New York-Boston ride, while the Mitchell Trophy, a similar cup for the first century in 1917, was awarded to George Steppello.

The New York Awards

The New York Division awards were as follows: Century and mileage—Gold medal, Fred M. Sanborn. Championship medals—Gold, J. J. Marquard; silver, Ray Caldwell; bronze, Edwin Jensen. Weekly point racing medals—Gold, J. J. Marquard; silver, Edwin Jensen; bronze, J. Tomasula. Membership medals—Gold, Louis Zemo; silver; bronze, Mayer Cigal. New Year's race—Gold cup, Edwin Jensen. Zemo trophy cups—One each to J. J. Marquard, L. P. Sattler and Joe Caldwell. Second century in 1917—Club jersey, Mayer Cigal. Two-hour team race medals—Gold, Edwin Jensen and Tony De Luise; silver, Ray Caldwell and Gustave Sailer; bronze, W. Knecht and M. Halpern. Home trainer races—Silver medal, Louis P. Sattler.

HAZELTON HUSTLING FOR PRIZES

WASHINGTON, D. C., March 5.—Frank D. Hazelton, the well-known Pope bicycle dealer of this city, is working hard on the details of his races to be run on April 1, weather permitting. Hazelton states that he has at least ten prizes assured for the five-mile event for boys under 16 years of age, while in the 20-mile race, which is open to all registered amateurs, there will be over 20 prizes. The quarter-mile match race between George Elliott and Forrest Pyles, who will be mounted on 1887 high wheels, is creating a great deal of interest. In case of rain the races will be held on April 8.

NEW VITALIC RACER

Continental Folk Bring Out Cord Cycle Tire for Road or Track.

ERIE, Pa.—With bicycle racing taking a new grip the country over, the Continental Rubber Works have felt a distinct demand for a bicycle racing tire of the cord fabric type. And the answer is the Vitalic Cord Racer tire which has been added to the famous line of tires produced by the Erie manufacturer.

The Vitalic Cord Racer is an all white tire, made in sizes 28 x 1⅛, 28 x 1¼ and 26 x 1¼. The tread is of the smooth raised type, made of pure rubber and so formed as to give the man on the saddle every advantage of safety and resiliency.

VITALIC CORD RACER
MANUFACTURED BY CONTINENTAL RUBBER WORKS, ERIE, PA.

New Vitalic Racing Tire

The inner tube is of pure Para stock and built around it are two plies of cord fabric made from the finest of Sea Island cotton. The fabric is frictioned with pure rubber.

The tire is especially adapted for either track or road racing, and in view of the fact that it is being nationally advertised along with the Vitalic De Luxe and Vitalic Brigadier lines it should be a big seller.

TO STAGE ROLLER RACES

BROOKLYN, N. Y., March 6.—The Long Island Division of the Century Road Club Association, recently formed, will hold a series of home trainer races at their club rooms, 636 Glenmore avenue, Saturday night, March 24. All clubs in the Metropolitan district are invited to send their representatives.

BICYCLE CLUB IN WARWOOD

WARWOOD, W. Va.—A number of local boys have formed a bicycle club, and elected the following officers: Cecil Montgomery, president; Frank Brooks, first vice-president, Herbert Vravius, second vice-president; Martin Grimm, secretary; Charles Williams, assistant secretary, and Albert Reeves, treasurer. The club is planning several long bicycle tours.

On the Bell Lap

BY THE VET

Now that the six-day race is on in San Francisco the coast fans will have a chance to see the riders in action after missing them for about 20 years.

At the Velodrome d'Hiver, Paris, last month, George Seres, the French pace follower, who appeared in America last season, won the "Prix de l'Yser," an hour tandem-paced race. Charles Deruyter finished second, and Marcel Godivier ran third. In the hour Seres covered about 28 miles.

Norman Hopper, the Minneapolis rider, who is now with the "House of Hopper," bicycle dealers in Salt Lake City, has won many a race, but it is doubtful whether copping first in a race or receiving his Utah motorcycle license No. 1 gave him the most pleasure.

If the number of postal cards received from the six-day cyclists, while they were en route to California and after they arrived in the lair of the native sons, can be taken as a criterion they must have made some money in Chicago. They have literally post carded themselves to death.

Spring is due to hit us on March 22, according to the almanac. Spring fever has already hit a few of the Newark bicycle riders who have been working most of the winter. Frank Cavanagh, the Newark Irishman, who has been juggling shells at the Crucible Steel Co., in Harrison, N. J., since he quit racing last season, was attacked with the malady and threatens to quit his job and start training and "clean 'em all up." Friend wife may make him change his mind.

Jack Prince has been found. The veteran track builder is now in Los Angeles. Whether he is trying to start a bicycle, motorcycle or an automobile track agoing has not been disclosed.

Although no official notice has been given out as to the opening date of the Newark Velodrome, it is said that April 8 will see the famous track opened for the season.

The shortage of coal was given as the reason for the postponing of a meet early in February by the management of the Velodrome d'Hiver, the Paris indoor track.

Eddie Madden, the Newarker, is having a strenuous honeymoon. Eddie got married before the six-day race in Chicago and took his bride with him The happy couple then journeyed to San Francisco, and Madden was put out of the coast race through injuries.

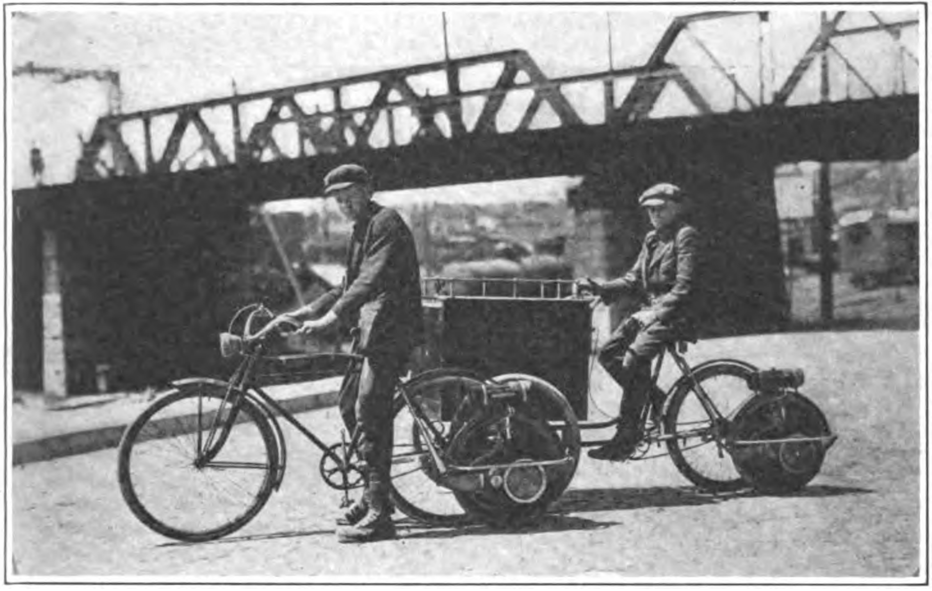
It is rumored—it may be a rumor and nothing more—that Los Angeles is to stage a six-day race. If the receipts in the 'Frisco race are not large the riders will in all probability dodge the Los Angeles promoters.

C. R. C. OF A. MEET AND DINE

Fifty Members and Guests Gather for 26th Annual Reunion Dinner

NEW YORK, N. Y., March 4.—At the "Campus" last night the 26th annual reunion dinner of the Century Road Club of America was held and 50 members and their friends were on hand. After a fine menu had been enjoyed by the guests speeches were made by Sylvain Segal, of the Century Road Club Association; R. F. Kelsey, chairman of the Board of Control of the National Cycling Association, who spoke on cycle racing conditions and the great help the United Cycle Trade Directorate were giving in the promotion of races, Charles E. Nylander, Fred Mommer, Victor Lind, L. A. Fraysse and others.

THESE MESSENGERS ASSURE RAPID DELIVERY



Two Employees of the Western Printing & Lithographing Co., Racine, Wis., and Their Smith Motor Wheel Outfits

After the speeches had been delivered the floor was cleared and dancing was indulged in until the early morning hours. The officers of the organization, which no longer has various divisions, was announced as follows: President, Emil E. Fraysse; first vice-president, Frederick H. Peterson; second vice-president, Julius G. Schmidt; treasurer, Clinton B. Walker, and secretary, Charles E. Nylander.

RHODE ISLAND WHEELMEN

Fifth Annual Reunion Held at Providence; Dinner and Cabaret.

PROVIDENCE, R. I., March 3.—The Fifth annual reunion of the Rhode Island Wheelmen took place at the Crown Hotel here this evening. A dinner and cabaret were provided for the old-timers. Herbert W. Gardner was chairman of the committee in charge of the arrangements and William H. Gardner, secretary.

The following were "the high officials of the meat": Master of ceremonies, Henry A. Carpenter; first assistant, Joseph P. Burlingame; timekeeper, Judge Zenas W. Bliss; keeper of the records, Ernest L. Sprague; dispenser of the coin of the realm, "Iron King" Colvin; director of the ballet, "Monk" Boss; captain of the speed squad, Joe Bowden; stop, look and listen, George Lewis Cook; too old to fight, Nelson H. Gibbs; leaders of the choir, "Billy" Anthony and "Cy" Williams.

CYCLE MANUFACTURERS MEET

BUFFALO, N. Y., March 5.—On February 27 the Bicycle Manufacturers' Association held a meeting at the Hotel Lafayette. Among the members could be found Col. George Pope, W. G. Schack, Emblem; Horace M. Huffman and Col. F. T. Huffman, Dayton; Peter O'Horo, Excelsior Cycle Co.; C. A. Lonn, Great Western; Ignatz Schwinn; Percy Pierce and Fred L. Brown, Pierce Cycle Co.; Keyser Fry, Reading Cycle Co.; F. E. Southard, Toledo Metal Wheel Co.; J. F. Vogel, Gendrom Wheel Co. Others on hand included A. B. Coffman, of cycle show fame, and T. J. King and R. M. Barwise, of the Diamond Chain Co.

BELL BOOSTING DAYTON BICYCLES

DAYTON, O., March 5.—W. D. Bell, of the Newark Auto Supply Co., Newark, N. J., wrote the Davis Sewing Machine Co., makers of the Dayton bicycles, that the sales for Dayton bicycles were increasing daily. Bell wrote in part as follows: "Monday was not a very good day. It was raining most all day. The enclosed coupons (three) were Monday's sales, and two more live ones for next month. Yours for lots of them in '17."

ACME CLUB IS GROWING

NEW YORK, N. Y., March 6.—The Acme Wheelman have secured larger and more commodious quarters at 610 E. 182d street. The move was necessary on account of the increased membership. The old club house at 9 Jerome avenue was found too small to accommodate the club, and the change was made. Some of the features to be installed in the new house will be gymnasium, pool and billiard room and an up-to-date home trainer.

QUINCY CYCLE NEWS

Clark and Masching Open Up New Headquarters

QUINCY, Ill.—W. E. Clark has opened a bicycle sales room and repair shop at 408 S. Eighth street. He is taking the agency for the Chicago line of bicycles and sundries. Clark was formerly located at 1221 Broadway.

Henry Masching, new Harley-Davidson distributor for this district, has taken on the Harley-Davidson bicycle line, and opened an up-to-date repair shop at 330 S. Eighth street, where he will give Harley-Davidson riders day and night service.

Route List of The Speedsters

March 24, Brooklyn, N. Y.—Home trainer races of Long Island Division, C. R. C. A.

March 24-31, Newark, N. J.—Home trainer championship of New Jersey at Bay View Wheelmen's Club.

March 25.—New York City—Pleasure trip of the Century Road Club of America, New York Div. Rain date, April 1.

March 25, Kansas City, Mo.—Bicycle race under auspices of Kansas City Bicycle Club.

April 1, Toledo, Ohio.—Sunday morning novelty bicycle jaunt under auspices of Toledo Bicycle Club.

April 1, Washington, D. C.—Bicycle race meet under auspices of Frank D. Hazelton.

April 8, New York City—Spring century of the Century Road Club Association, New York Div. Rain date, April 15.

April 15, Philadelphia, Pa.—Bicycle races under auspices of Quaker City Riding Club.

April 15, Toledo, O.—Bicycle run to Point Place under auspices of Toledo Bicycle Club.

April 22, New York City—Ten-mile open handicap road race of the Unione Sportiva Itlaiana. Rain date, April 29.

April 28, Pomona, Cal.—16-mile bicycle race under auspices of California Bicycle Jobbers' Club.

April 28 to May 5.—National Bicycle Week throughout the country.

April 29, San Francisco, Cal.—Annual 30-mile novice relay race, Golden Gate Park Stadium.

April 29, San Francisco, Cal.—Novice relay race under auspices of California Associated Cycling Clubs.

May 5, Santa Ana, Cal.—15-mile bicycle race under auspices of Orange County Bicycle Association.

May 6, San Francisco, Cal.—50-mile team relay race for ten-man team, Golden Gate Park Stadium ,under auspices of the California Associated Cycling Clubs.

May 6, New York City—Spring century of the Century Road Club of America, New York Div. Rain date, May 13.

May 6, Toledo, O.—Opening of series of point races under auspices of Toledo Bicycle Club.

May 12-13, San Jose, Cal.—Annual convention of the California Associated Cycling Clubs.

COMMERCIAL TWO-WHEELER

Sioux City Begins to "See" Them; in Department Store and Paper Employ.

SIOUX CITY, Ia., March 5.—The commercial motorcycle is coming into its own in Sioux City. The Pelletier Co., one of the largest department stores in the Middle West, has used two Indians with sidevans for delivery work all winter, the machines being sold by the Sioux City Motor Sales Co., Indian dealer here.

Another of the large department stores, Davidson Brothers, is likewise employing a couple of motorcycles for delivery purposes, the machines being Harley-Davidsons, sold by Charles Wilcox, the local agent. At the same time the motorcycle for utilitarian purposes is receiving a great deal of favorable publicity through the intermediary of the Sioux City Tribune, which uses a couple of Harley-Davidsons for delivering its papers to subscribers, especially in suburban districts.

TACOMA TRADE

Gypsy Day Topic at Glasgow's; Day's Indian Fest; Bergstrom Busy

TACOMA, Wash.—A national motorcycle Gypsy tour day that will bring out at least 20,000 enthusiasts of the two wheeled sport, is the big topic at the Harley-Davidson salesrooms in Tacoma, in charge of W. P. Glasgow. Mr. Glasgow will try to have a tour arranged here.

Although the snow holds on, the Harley riders are getting the "spring fever," and the mounts are being brought into the Tacoma shop and repairs and adjustments made in order to have them in the best possible condition when the weather settles.

Indian Day was successful in Tacoma, Ray Day's establishment being crowded with interested motorcycle fans during the entire day. Punch was served and souvenirs distributed. Of course the Indian light twin was the center of attraction.

Elmer Bergstrom has just received a shipment of spring models of both Racycle and Snell bicycles, with which he has always been able to make a large sales record in Tacoma.

Mr. Bergstrom now is sub-agent under Ray E. Day for Indian machines.

DEVOTEES OF THE INDIAN IN THE CELESTIAL KINGDOM

Li Young Ching and Miss Yih Ing Sidecaring on Race Course Road at Tein-Tsin—The Combination Is This Couple's Favorite Means of Travel

BERRY HUSTLING

Coast Thor Distributor on His Toes After Closing Contract

LOS ANGELES, Cal.—Having acquired Thor distribution for California, Arizona and Nevada, T. E. Berry has just returned from San Francisco where he closed the Coast branch of the Thor, shipping most of the stock to Los Angeles. Berry also renewed dealer arrangements in San Francisco, the matter not having been fully consummated to date, however.

Berry is planning a tour of his territory in the interests of the Thor on a Thor and Cygnet rear car combination, he having taken the distribution of the Cygnet in connection with Thor machines for these three States also.

BUCKING THE DEEP SAND WITH A 1917 HENDERSON

Demonstrator from Active Detroit Motorcycle Factory Proving Roadability of New Four-Cylinder Three-Speed Model in Tests of Heavy Going

CAPISTRANO AGAIN

Coast Folk Plan for March 18 Assault on Impossible Incline.

LOS ANGELES, Cal., March 5.—The second annual San Juan Capistrano hill climb of the Orange County Motorcycle Dealers' Association promises to be even more interesting than its original of a year ago. The date is set for March 18, and things look favorable for a large entry list of the best riders California and the far west produce.

The hill is located midway between Los Angeles and San Diego and is so steep that in the contest last year not a single machine topped the incline, and when the riders finished their machines had to be let down the hill gradually by means of ropes.

The contest has been divided into two classes, one for stock machines and the other an open professional event. In the stock event there are five cash prizes, $50 to the winner, $25 for second place and $25 to be divided between third, fourth and fifth finishers. Prizes for the free for all division have not as yet been announced.

VALVE GRINDING SUGGESTIONS

(Continued from page 13)

they do a quick job, a few reamings will make the valve seat so thin that one overheating will put it out of commission. As with the grinding tools, only a light pressure should be used with either reamer and facer.

There are too many chances of getting the seat crooked as regards the valve axis with a reamer, so grind and be on the safe side, unless the scores are deep. Then follow up the reaming with a light grinding, or use the oil test to see if the reaming and facing is really effective.

When you are getting at the valve to see if it needs grinding, you will be able to see if anything else inside the cylinder needs attention. This may save you getting stalled on the road or having to limp home. At any rate, any attention that you may give your valves will be amply repaid during the season.

5,300 MILES BY SIDECAR

(Continued from page 9)

and had a number of steep hills to climb.

We left Douglas for Gillette, Wyo., taking the Buffalo road as far as Ross, Wyo. We tanked up with gas and carried three gallons extra, as we were told that Ross would be the only place to obtain gas and the chances were they would be out of it, as they had to haul it on a motor truck from Douglas, 62 miles. We had plenty of oil, as we purchased enough in Denver to last us till we got back, knowing it would be hard to get good oil in the thinly-settled State of Wyoming. We also kept our water bags full whenever we could get good water, and that was impossible except in the towns and at the big ranch house at Ross.

High Road Centers Cause Trouble

When we arrived at Ross we expected to pull into a small town, but found only a large ranch and a post office. We were lucky enough to get gasoline. We had enough, but took in a gallon in each machine to be safe. We filled up our water bags and camped two miles from Ross. Next morning we started for Gillette, which was 60 miles over a lonely wagon trail across the prairie, covered with sage brush and cactus. We were troubled with high road centres quite often. The wagon tracks were so deep that the footboards of our machines would rub on the ground. At the head of the Belle Foos River the machine carrying our equipment got stuck on a high centre. The driver got off the machine to ease it over and the machine got away from him and started down the hill, running into the Belle Foos River and turning on its side. Our blankets got a soaking, as did everything else. A kind-hearted man, who was on his way from the mountians to Gillette, had stopped there to get his dinner, and he came to our assistance and helped us get the machine out, hitching one of his horses to it.

A Tedious Operation

The machine was under water for twenty minutes, filling up the tanks, motor and everything else that the water could get in. The gasoline was separated by pouring it into a quart bottle. The water would settle to the bottom—then we would draw off the gasoline with a piece of rubber hose. We had difficulty in getting the motor dried out, as we did not want to take it apart. By applying our gasoline stove to the cylinders we finally got it dried out. The magneto also got a soaking, and this had to be cleaned out and then left in the sun to get it perfectly dry.

We were compelled to stay there three days, living on pancakes and rabbits. There were plenty of rabbits and sage hens, too, which make fine eating, but the season was not yet open for the hens. During the three days we were there we saw only two people; one was a woman traveling in a Ford, and the other was a sheep herder with a flock of 2,200 sheep. The day before we left this spot a storm came up and poured down rain for two hours, but we were comfortable in our waterproof tent.

The next day we got the machine running and started out for Gillette. We had not travelled over 10 miles when we got caught in another storm, but kept on going. After travelling in the rain for 10 miles we came upon the Belle Foos River again, which we had to ford, there being but few bridges in Wyoming. Walter pulled off his shoes and socks and waded in to determine the depth and the kind of a bottom it had. It was about 18 inches deep, with hard bottom, and the water was rising, due to the storm the day before, so we decided to try to cross it at once. Walter started first, wide open, on low gear, and hit the water at 25 miles per hour. The water splashed over his head and the motor quit about two-thirds of the way across.

Walter jumped off and Joe and Bill ran in and we had the machine out before the magneto got "shorted," being careful not to raise the valves. The motor started with the first kick, blowing all the water out of the muffler. Then we went back to get Bill's machine across. Walter cautioned him not to raise the valves in the water or when starting the motor after getting through the water, so he started out and opened up on low.

Water in Cylinder

Walter and Joe were standing in the water where the other machine quit, ready to grab the machine and push it, which they did, but Bill forgot himself and raised the valves to start the motor, sucking the cylinders full of water from the muffler! We were done for then till we could get the engine dried out again.

It was dark and still raining. We had to climb a steep hill after crossing the river, so we ran the machine up about 15 feet from the river bank, covered them up and started back across the river to a ranch house, where we were going to try to put up for the night. It was a half-mile walk, and when we got there they built a hot fire and we were just beginning to get dried out when one of the cowboys came in who had just crossed the river on a horse. He asked us if we owned the machines on the river bank. We replied that we did, and he said: "Well, if you want them in the morning you had better put them on top of the bank or they will go down before morning, as the old Belle Foos rises fast and is very swift."

A Lucky Investigation

So we decided to go back. It was pouring rain again and was very dark. When we reached the river we found that it had risen about four inches already, it being just an hour since we had crossed it.

Then one big task commenced. Neither machine could be started, so we were compelled to push them up the hill, which was about a 20 per cent. grade and about 150 feet long. It was so slippery that we could hardly get a foothold. We slipped, fell, tumbled and said things that would have made a preacher start on a dead run to get away, but we finally succeeded in getting the mounts on top. Then we had to decide whether to return to the ranch house or camp where our machines were. We were soaked clear through and covered with mud from head to foot. We figured that if the river continued to rise at the rate of four inches an hour all night we could not get across in the morning without swimming, and the swiftness of the stream might make that impossible, so we decided to pitch our tent and stay for the night. There the waterproof tent was a treasure, as the

(Continued on page 34)

IMPRESSIVE LAYOUT IN NEW YORK AGENCY

Motorcycle Salesroom of Baker, Murray & Imbrie, Indian Distributors for New York and Vicinity, Showing Decorations for, Special Indian Day Program

5,300 MILES BY SIDECAR

(Continued from page 32)

ground was covered with water and it was still raining.

We got out some dry clothes and our blankets and retired. Not one drop of water or dampness came through the tent and we surely did feel comfortable after getting on dry clothes and rolling up in our blankets.

Next morning the sun came out and dried everything. The river was way up the bank and very swift. If we had not moved our machines they would have gone down. We got the machines started and rode to Gillette. There we inquired the way to Mitchell's ranch, which was 42 miles away on the Arvada trail. We were advised that nothing but a horse and wagon could make it. Our machines and sidecars caused some excitement in Gillette, as the people there had never seen a sidecar. Some called them "baskets" and others "baby carriages."

Arrive at Mitchell's Place

We decided to reach Mitchell's place even if we had to push the machines, so we started out. The first ten miles was not so bad, but after that we had a hard time, the road being nothing but a wagon trail covered with sage brush and circling around hills where a sidecar would want to tip up. The last 22 miles was over homestead claims and ranches, and we were compelled to open and close 22 gates; but we finally reached Mitchell's ranch, where Joe and Bill had two uncles, an aunt and a sister. We received a hearty welcome.

After supper we pitched our tent in the yard, although the two uncles insisted that we sleep in the house; we had slept outdoors for nearly two months and if we had slept in the house we would have caught cold, so we continued to sleep in the tent. Several days after we arrived we made a trip to the timber hills, where there are nothing but pine and cedar trees. It was a seven-mile drive. We used a two-horse wagon, as they never use one-horse rigs in that part of Wyoming. While in the timber we saw three wild deer and three bobcats.

We drove our machines to Arvada, Wyo., to get the mail, there being no R. F. D. in that section yet. It was a 40-mile drive for the round trip, over a trail where no auto or motorcycle ever attempted to go before. It was a very dangerous drive, but was accomplished without accident. After spending twelve days at Mitchell's place we started back, returning by the same route.

At Cheyenne we stayed over Sunday, camping just outside the city limits. On Sunday morning one of the Cheyenne Motorcycle Club officers drove up to our camp and extended an invitation to a picnic they were going to have that day at the Frontier Park. We gladly accepted the invitation and joined the jolly bunch and rode to the park, where we found plenty to eat and drink.

Our travels through Wyoming were very interesting all the way, and we rode over trails where autos never attempted to go. The experience we gained paid us well for the hardships.

From Cheyenne we went back to Denver. After spending four days there we started for home by way of Greeley and Fort Morgan, Col., then to Big Springs, Neb., joining the Lincoln Highway there.

Rain and Mud Halt Travel

Then we passed through North Platte, Grand Island and Omaha, Neb. We stopped over a day there, leaving at noon and riding to West Side, Ia. We stopped there for the night, camping one mile from the town. It began to rain. Next morning it quit for an hour and then began raining again, and kept it up for another day and night. The road being black gumbo and a foot deep we were compelled to remain in that spot for three and a half days. We walked down to the town, a mile away, several times to get groceries and the gumbo was as thick in the centre of the town as it was in the country.

When the roads were fairly dry we started out at noon and had a "lovely ride" that afternoon. The wagon tracks and ruts were a foot deep, due to heavy autos with chains on their tires plowing through, leaving tracks about six inches wide and ten to 12 inches deep. We made 30 miles that afternoon. The next day the men began dragging the roads and we made better time.

Following the Lincoln Highway

(Continued on page 36)

"THE SADDLE OF THE RECORD MAKERS"

On March 1st, between Los Angeles and Hemet, Don Johns riding an Indian with passenger in side-car made a new record by riding 797 miles in 24 hours. He rode on a

MESINGER AIR CUSHION MOTORCYCLE SADDLE

again proving our contention that in order to get the most ease and comfort out of motorcycling you must use one of our famous saddles. Send for catalogue today.

H. & F. MESINGER MFG. CO.

Largest Manufacturer and Largest Assortment of Motorcycle Saddles in the World

Home Office and Works

Austin Place and E. 114th Street, New York City

Quality Performance MEANS Quality Construction

FOR day after day dependability, for ability to stand up under the most gruelling labor the INDIAN MOTOCYCLE is unapproached. It is supreme!

This ability to persistently meet—*steadily, smoothly* and *uncomplainingly*—all sorts of stubborn tests has established for INDIAN the right to the claim of being THE Quality Machine.

This claim for INDIAN is constantly being substantiated by definite performances.

At Los Angeles, Cal., March 2nd, Don Johns on a 1917 INDIAN POWERPLUS with side car and passenger established a World's 24 Hours' Side Car record, when he covered *796 miles* in *23 HOURS* and *40 MINUTES,* thus exceeding the former record by 89 miles. Truly a remarkable performance!

This is the latest in the long list of INDIAN performance-proving records.

If you want STRENGTH—SPEED—STABILITY—*YOU* want an

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.

5,300 MILES BY SIDECAR

(Continued from page 34)

straight through as far as Geneva, Ill., we left the highway here and rode into Chicago, and then to Indianapolis, Ind. From that point we returned home to Springfield, O.

We had travelled 5,300 miles, making an average of 37 miles per gallon of gasoline and 700 miles per gallon of oil, and had crossed eight different States. Our intention was to cover fourteen States and travel 10,000 miles, but time did not permit us to do so. However, we will be at it again next summer, touring the southern States and the States west of Wyoming.

NELSON OPENS UP IN BROOKLYN

BROOKLYN, N. Y., March 5.—John Nelson, who handles the Reading-Standard, Cleveland and Cyclemotor lines, has opened up elaborate headquarters at Hamilton avenue and Bush street. He carries, besides the two-wheelers, a full line of parts, accessories and supplies. He has disposed of ten Clevelands, seven Reading-Standards and three of the bicycle motor attachments to date. He is now planning several summer runs.

GOODRICH PLANS QUINCY BRANCH

QUINCY, Ill.—Wilson Dold, manager of the St. Louis branch of the B. F. Goodrich Co., is in Quincy conferring with business men on the proposition of opening up a Quincy branch of the tire concern.

GRAND RAPIDS DEALERS WILL SHOW

GRAND RAPIDS, Mich., Feb. 26.—Local motorcycle dealers have arranged to take more than 2,000 square feet of floor space at the Grand Rapids Automobile Show. The space was divided between L. W. Delye, Excelsior distributor for western Michigan; C. C. Cline, the local Harley-Davidson man, and Howard Ferguson, who recently took over the distribution of the Indian throughout these parts. This show is to be staged in the Klingman Building.

SELK SERVED CHILI CON CARNE

MANITOWOC, Wis.—As a means of counteracting the zero weather which prevailed outdoors, Charles Selk, Jr., proprietor of the wigwam here, served Chili Con Carne, with soft drinks and sandwiches, on Indian Day, Thursday, February 22. Selk got the crowd and also landed several sales and lined up many prospects.

SHAVER PROMISES BIG WEEK

SHADY SIDE, Ohio.—The Shaver Motorcycle & Supply Co., handling the Pope and Pope-made bicycles here, is planning an "opening week," to take place early in April. Something out of the ordinary in the way of introducing the riding season is promised.

WEILHEIMER TAKES HENDERSON

FRESNO, Cal.—L. H. Weilheimer, 1026 I street, has closed with the Henderson Motorcycle Sales Corp., whereby he will handle the Henderson in this district.

DEFIED THE POLICE

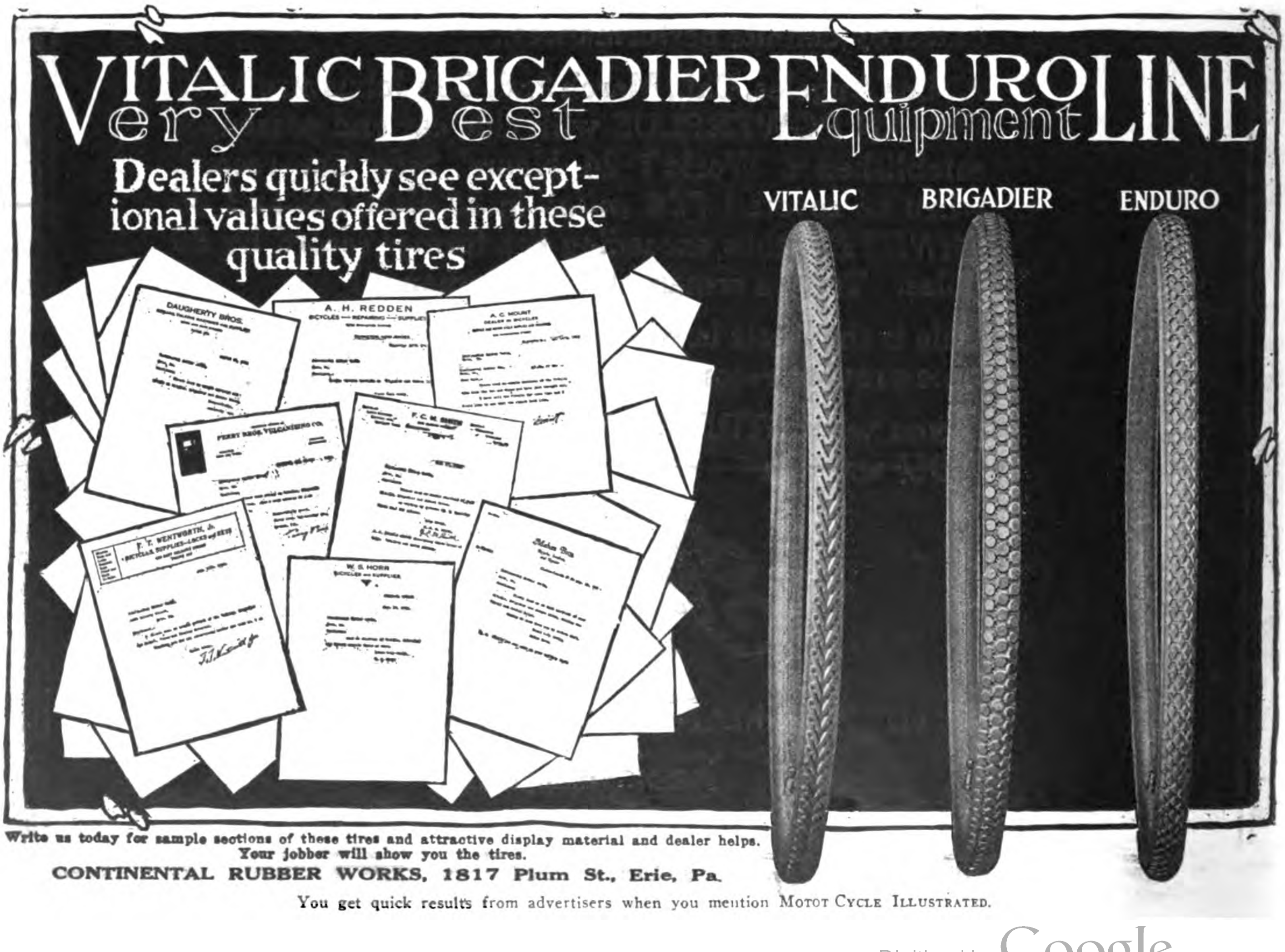
Towner Bros. Refused to Obey Mandatory Order on Gas Pumps

ROCHESTER, N. Y.—Towner Brothers, the Dayton handlers at 940 Jay street, have shown their ability to stand up for their rights by refusing to remove a gasoline pump which was placed some time ago on the curb in front of their store for the convenience of motorists. Some of the firm's neighbors objected to the pump, claiming that it obstructed the sidewalk, and Towner Brothers were hailed to court and fined $15. At the same time they were instructed to remove the pump, and dealers and garagemen in all parts of the city received the same orders from the police.

Towner Brothers, feeling that they were within their rights in keeping the pump at the curb, would not obey the order, and a second arrest was made. The case is still pending, and there is a possibility that all the garagemen of the city may benefit by a more lenient law as a result of the permanent stand taken by the Towner company.

HOTEL LOBBY AS FLYER GARAGE

HAMILTON, Ont.—During his three day stay in Hamilton for the purpose of introducing the Smith Flyer, Fred St. Onge, traveling salesman for A. E. Bregent, Montreal, made use of the lobby of the King George Hotel as a garage for his demonstrator. St. Onge placed an agency for the flyer with the Dixon Sporting Goods Co. and sold lines of bicycles to S. Fredlunder and other local dealers.



VITALIC BRIGADIER ENDURO LINE
Very Best Equipment LINE
Dealers quickly see exceptional values offered in these quality tires
VITALIC
BRIGADIER
ENDURO
A. H. REDDEN

Write us today for sample sections of these tires and attractive display material and dealer helps.
Your jobber will show you the tires.
CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

Thor

That Moment of Indecision

THE prospect has now looked 'em all over. He's decided that he wants a Thor because it is the niftiest looking—because it has the lowest saddle position—because of the easy-operating roller stand—because it has so nearly eliminated all vibration from its motor—and because of the numerous other exclusive Thor features that make Thor sales easy.

But your competitive dealers offered him attractive propositions—concessions and time payments—and, well—(business of trying to decide). That is where you, present and future Thor dealers, can clear for action. "Tote" out the

NEW THOR SALES POLICY

which enables you not only to offer the most attractive motorcycle, but the most attractive way for the rider to buy it!

The New Thor Sales Policy enables the dealer to sell on time and yet receive an immediate profit! This, with other exclusive features makes the 1917 Thor Sales Plan one of the greatest, both from riders' and from dealers' standpoint, ever devised.

Send your name to us immediately. We have a booklet ready to be mailed to you which will tell the entire story in detail. After you read it, you'll want the Thor agency. See if we're not right.

Don't Hesitate—Write Now!

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**

NEWARK THROUGH TRADE GLASSES

Goerke's Improvements About Done; Indian Day a Success; Bush Waiting for Shipment; Other Trade Items

NEWARK, N. J.—The alterations to Walter Goerke's Indian agency are almost completed, and he can truthfully boast of the largest and most beautiful motorcycle showroom in the State. While all of the tearing down and building up was going on business was running right along. Indian Day was celebrated in fitting style, four new machines being sold, while two second-hand outfits were disposed of, so Walter went home singing—call it that to save argument—"The End of a Perfect Day."

Over at the Carl W. Bush Co. the stock of Harley-Davidson motorcycles has dwindled away to one electric and one gas machine. A carload ordered Feb. 6 and shipped from Milwaukee around that time is completely swallowed up in the freight congestion out around Ohio. The one thing that keeps the firm from growing anxious is the report that two carloads of motorcycles for the east are nearing Norfolk, Va., from which point they will be shipped by boat to New York.

Manager Bunkin, of the local Haverford store, appears contented these days, and why shouldn't he when he sold three new series "18" machines and four second-hand machines on a single Saturday, the only one last week. He has received orders for six new Excelsior sidecars without ever having had one on display.

Charles Krebs has placed his twelfth Henderson motorcycle and is confident of a number of sales when spring has rolled around, for the inquiries regarding the 1917 four-cylinder machine is increasing daily. He has sold three Roger sidecars with the twelve motorcycles already delivered.

William R. Spear is in the midst of his spring drive on Thors. He reports an early start among the motorcycle buying public this year, and is kept busy with demonstrations and answering questions every clear day.

Watson Kluczek, Reading-Standard and Emblem lightweight dealer, has orders for six of the big brown twins for early delivery, the majority of them being the new Bosch electrically equipped model. He reports the sale of an Emblem lightweight twin last Saturday.

KRUM JOINS LEIGHTON

Dayton Factory Man Goes to Toledo Distributer; Other News

TOLEDO, Ohio.—Arthur Krumm, an experienced Dayton factory man, has joined the forces of the Leighton Cyclery which handles the Dayton motor-bicycle. He will have exclusive charge of the motor-bicycle department.

The Leighton concern has placed an order for 50 of the Dayton front-drive machines, and has received deposits on 20 of that allotment. In the bicycle line the call for lighter bicycles verging on the racing type is strong, and the Leighton folk expect to put out at least 500 during the coming season.

SMITH WHEELS AT AUTO SHOWS

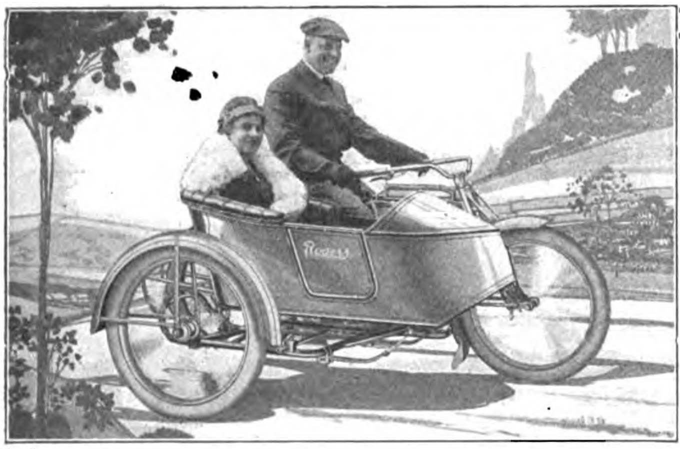
MILWAUKEE, Wis., March 5.—Smith Motor Wheel and Smith Flyer dealers are taking advantage of the many automobile shows throughout the country to exhibit the two products of the A. O. Smith Corp. The following dealers have or will exhibit at local shows: J. A. Roler, Nashville, Tenn.; P. B. Rutan, Elmira, N. Y.; George L. Miner, Rochester, N. Y.; Seick Tent & Awning Co., Des Moines, Ia.; George Hoehn, Dallas, Tex.; Charles Kochring, Indianapolis, Ind.

MESSER WILL MOVE IN CORNING

CORNING, N. Y.—T. E. Messer, Harley-Davidson dealer, will move about April 1 into a new three story building which will be provided with double his present floor space. Messer has just received a shipment of 22 motorcycles and 12 sidecars, and has taken orders for 26 of the 1917 Harley-Davidson and 15 sidecars.

NEW VIRGINIA REPAIR SHOP

STAUNTON, Va., March 5.—T. Cary Taylor and G. E. Glenn will shortly open a bicycle and motorcycle repair shop. The Taylor and Glenn concern will take Brenaman's old stand at Maine and Lewis streets.



Rogers

ROGERS MANUFACTURING COMPANY CHICAGO

TAILOR-MADE SIDECAR

PERFECT FITTING, SELF-ADJUSTED, CORRECTLY ALINED PROPERLY BALANCED

The satisfaction and pleasure derived from a sidecar is largely a matter of balance and alinement.

Any good sidecar can be so adjusted, but it takes an expert to do it.

In the new ROGERS Model M these details are perfectly worked out at the factory, and the user has only to attach three Ball Joint Connections.

The ROGERS Model M cannot be put on wrong or imperfectly alined.

There is a Model M for every 1917 motorcycle, and several 1916 models.

Write today for circular, stating make and model of your motorcycle.

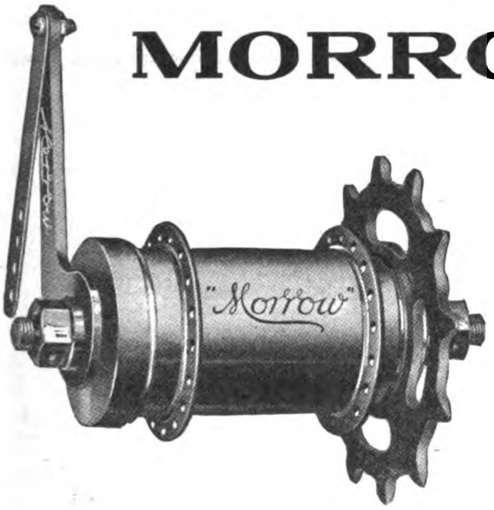
ROGERS MANUFACTURING CO., 337 West Madison St., Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.

DEALERS, ATTENTION!

If some one offered to send a man carrying a sign advertising your business through the streets of your town for every one of a certain article you sold you would surely pay attention.

That is practically what we do for you, every time you sell a machine equipped with our

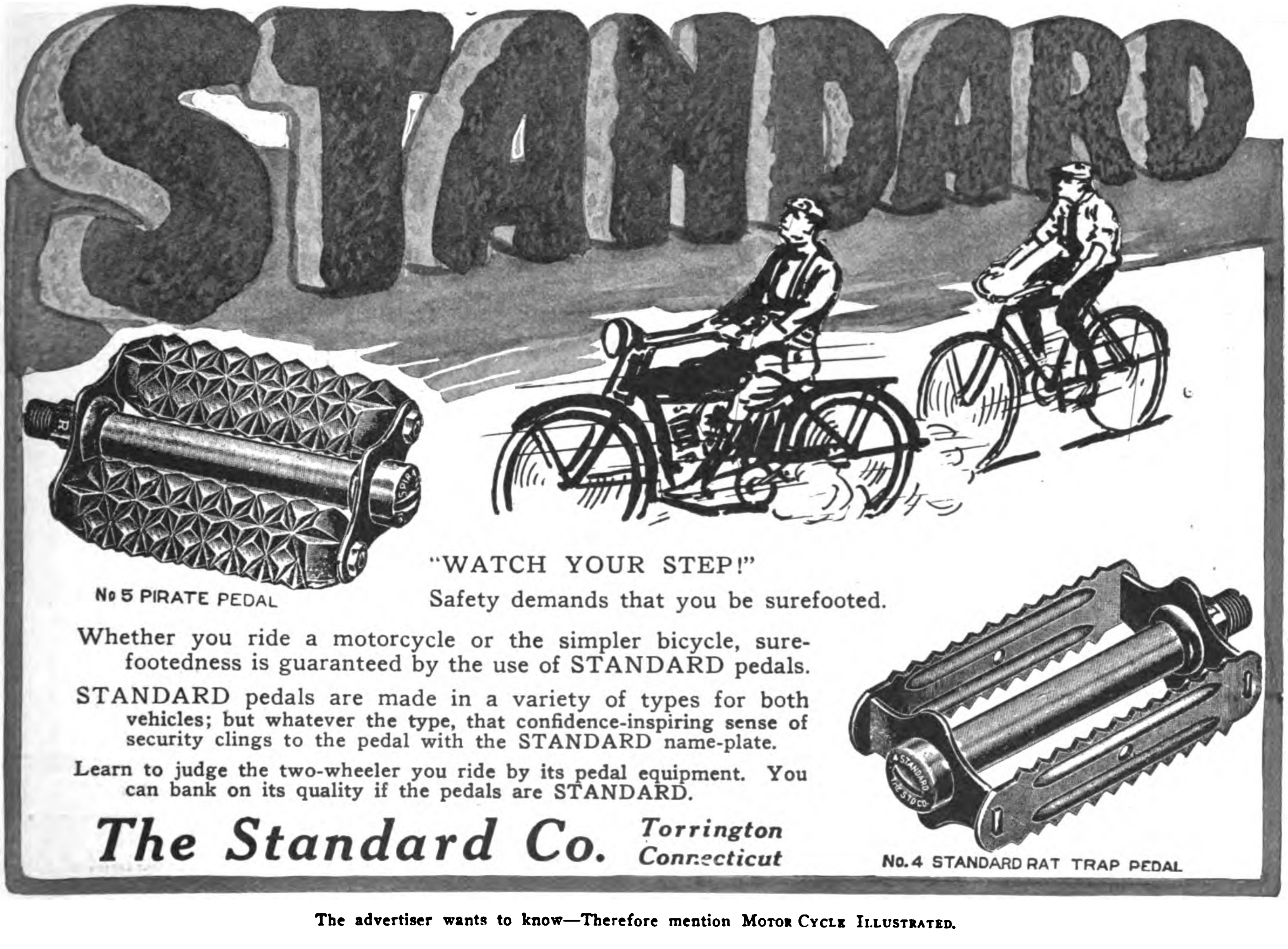


MORROW BICYCLE COASTER BRAKE

The smoothness and the certainty with which our brakes work invariably starts the rider talking, with the result that you, the dealer, get advertising of a nature that is bound to make sales. Write us at once about the many plans we have of helping you make sales at no cost to you.

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers


STANDARD
No 5 PIRATE PEDAL
No. 4 STANDARD RAT TRAP PEDAL

"WATCH YOUR STEP!"
Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. Torrington Connecticut

A Breezy Batch of Denver Trade Notes

COLORADO BILL PIGEONHOLED

DENVER, Colo., March 3.—The bill which was introduced into the Colorado legislature early in the present session and which provided for the taxing of motor vehicles according to weight, is not considered to have a very good chance of being passed. It is stated that the bill is to be killed in the committee to which it has been referred, although no definite steps have as yet been taken. It is thought that the present law, of taxing motor vehicles by horsepower, will remain in effect for the next two years at least.

RETURNS FROM COLORADO FEES

DENVER, Colo., March 3.—Collections from motor vehicle licenses in Colorado in 1917 already shows a gain of 25 per cent over the total amount collected last year. Last week Secretary of State Nolan turned over $52,000 to the state road fund and turned back $52,000 to the county road funds from which the fees had been collected. The total sum collected in Denver county alone up to Jan. 31 was $44,120; $17,205 of that amount was collected in January alone.

RITZ FINDS BUSINESS GOOD

DENVER, Colo., March 3.—J. R. Ritz, a representative of the Goodyear Tire Company, of this city, has returned from a business trip embracing Trinidad and other southern Colorado towns and cities. Business is reported very good in that part of the state.

WESTERN SUPPLIES INCREASE

DENVER, Colo., March 3.—Beginning last Thursday the Western Supplies Company, 1448-52 Larimer street, this city, announced a 52 per cent increase in price in its used motorcycle department. In making this increase the firm merely laid aside its winter prices and substituted its spring prices. This firm announces that it is already experiencing an increased demand for Thor and Reading Standard machines. Several shipments of these machines have been received at the Western Supplies store within the past few weeks.

INDIAN DAY IN COLORADO

DENVER, Colo., March 3.—On Thursday of last week Indian Day was observed by the different Indian motorcycle agencies in this state. Of course, some of them made a bigger affair of the occasion that others, but all remembered the day in some way. In this city Boyd & Williams, state distributors for the Indian, had a good display of all models of the Indian on its salesroom floor. In the window was featured the new Light Twin, which attracted a good deal of attention.

Up in Greeley, Colo., Horn & Martin, 721 Ninth street, Indian agents there, held open house all day and by doing so advertised the Indian motorcycle to good advantage. With the celebration of Indian Day the men engaged in selling that machine started the 1917 season ball to rolling and results are already being obtained.

START WORK ON ROAD

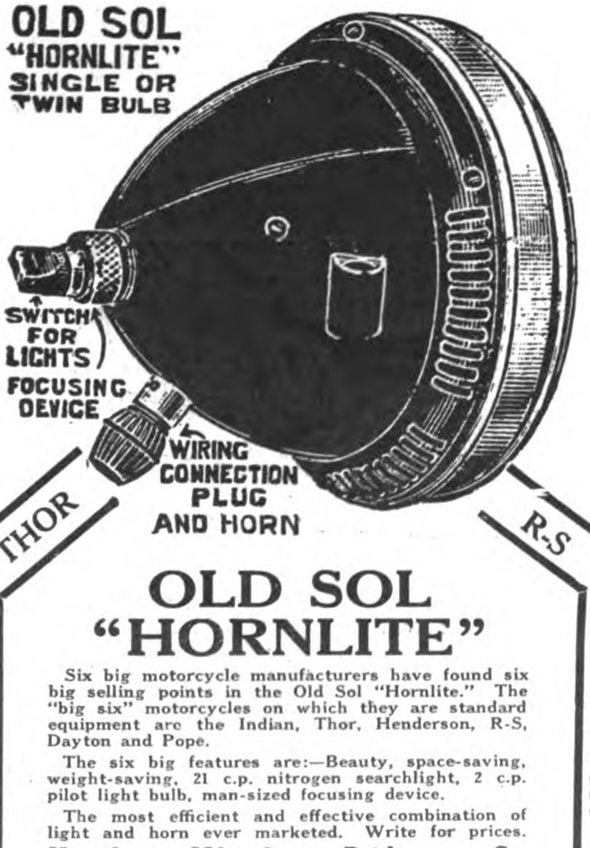
DENVER, Colo., March 3.—This week the contract was let for the construction of three and eight-tenths miles of the concrete road from Denver to Golden, Colo. —a distance of about ten miles. The work will cost $66,000 and will start at the stopping place of the work now being done by the Gaffney-Keefe Construction company, which received the contract for the first four and eight-tenths miles of the road.

INDIAN DAY IN MAYSVILLE

MAYSVILLE, Ky.—The Indian Motorcycle Co. arranged a regular celebration at its store for its riders on Washington's Birthday, open house being held, and all of the riders and persons interested being invited to attend. Cigars and bean soup were served to all who desired to indulge.

BOWMAN & CAMPBELL LOCATE

WHEELING, W. VA.—The Wheeling Cycle Co., a recently organized motorcycle firm, Bowman and Campbell, proprietors, has taken up rooms at 1010 Market street. Handsome improvements are being made, including a new front and larger display windows.



THOR R-S

INDIAN DAYTON

OLD SOL
"HORNLITE"

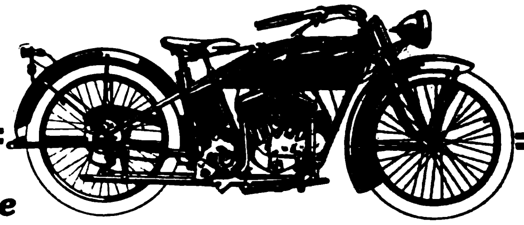
Six big motorcycle manufacturers have found six big selling points in the Old Sol "Hornlite." The "big six" motorcycles on which they are standard equipment are the Indian, Thor, Henderson, R-S, Dayton and Pope.

The six big features are:—Beauty, space-saving, weight-saving, 21 c.p. nitrogen searchlight, 2 c.p. pilot light bulb, man-sized focusing device.

The most efficient and effective combination of light and horn ever marketed. Write for prices.

Hawthorne Mfg. Co. Bridgeport, Ct.

HENDERSON POPE



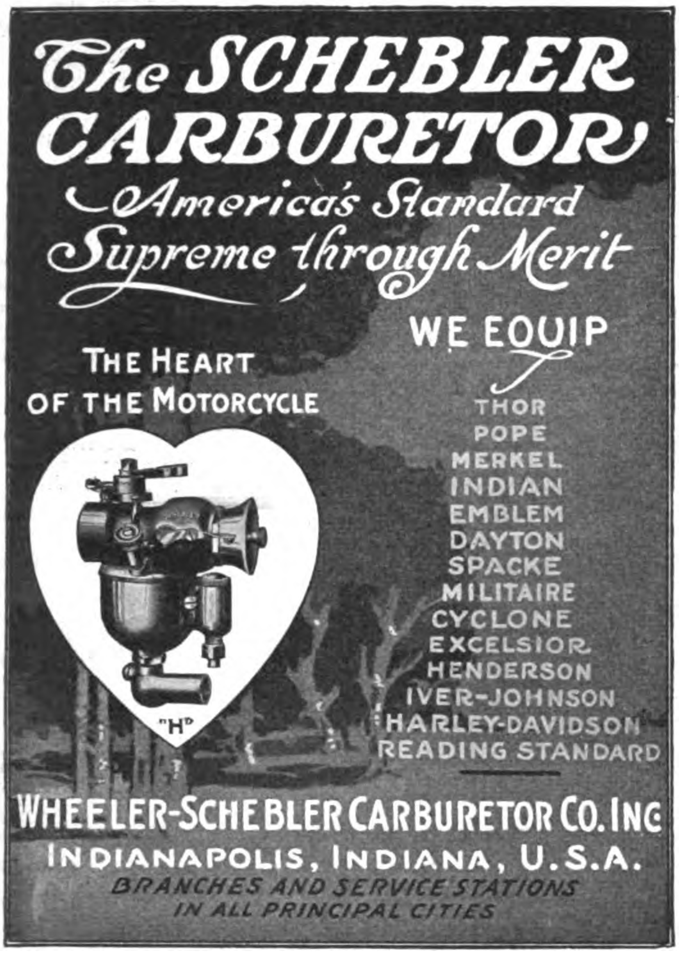
The
READING STANDARD
for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company
501 Water Street Reading, Pa.


The SCHEBLER CARBURETOR

America's Standard

Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

DUCKWORTH CHAINS

Finish of one of the Henderson test rides

Records of from 55 to 104 miles per gallon of gas made

On the Henderson "Four"

The chain plays a most important part in getting the most miles out of the least gasoline. The Duckworth Chain is one of the reasons for the economical fuel consumption of the Henderson four-cylinder motorcycle.

The majority of 1917 motorcycles will be Duckworth equipped. How can it be otherwise when the Henderson, Pope, Excelsior, Indian, Harley-Davidson, Dayton and R-S carry them as regular equipment.

Duckworth Chain & Mfg. Co.
Springfield, Mass.

The

CORBIN-BROWN SPEEDOMETER

and

Reasons for Equipping It

When you equip your motorcycle with a speedometer you want to feel that it is going to stay there and tell the truth and furnish you with consistent, dependable service.

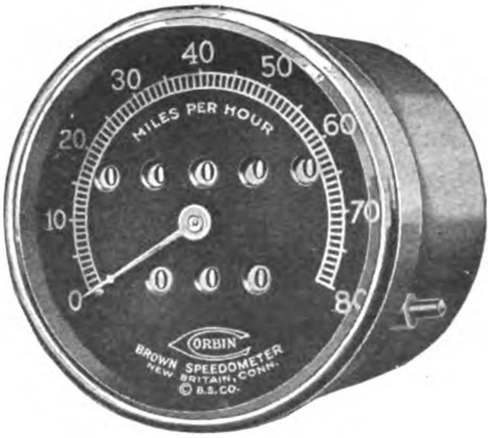
A speedometer that is constantly falling down on the job and needing repairs becomes more of a worry than a source of convenience.

During the many years of its service the Corbin-Brown has clearly shown that it is the sort of instrument that can be depended upon.

Once it is equipped to your machine it will go quietly and efficiently about its business of recording mileage without demanding anything other than normal treatment on your part.

And it is this quality of solid reliability that has made the Corbin-Brown the choice of motorcyclists the country over.

Investigate this Instrument
Catalog on Request.



The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin Duplex Brakes for Bicycles

WALKER FACES EAST

Harley-Davidson Factory Speedster Joins Staff of New York Distributer

NEW YORK, March 5.—Otto Walker, the Harley-Davidson factory rider who sprung into the limelight by taking the 200 mile speedway race at Venice, Cal., two years ago, and since that time distinguishing himself at LaGrande, Dodge City, Birmingham and other motorcycle classics, has severed connections with the factory and started east to take up a position as manager of the service department for the Harley-Davidson Motorcycle Sales Co., New York distributors for the Harley-Davidson machine.

With a competition rider of Walker's standing in his employ, backed by the capable riding of E. C. McDonald, manager of his Bronx store, George Wood, who is head and shoulders of the Harley-Dividson Motorcycle Sales Co., expects to keep the other fellows on their toes when it comes to competition throughout the coming season.

WHEELING ITEMS

New Machine for Speed Cop; Braunlich Plans Meets; Big Business

WHEELING, W. Va.—The Wheeling Police Department has purchased a new Harley-Davidson for the use of its now famous speed cop, Walter Worls.

Earl Braumlich, the Harley-Davidson agent, is planning for three bicycle meets to be staged at the West Virginia fair grounds this summer.

The week has been an exceptionally good one for the motorcycle business, three more machines being sold than in any previous week in this year. It augurs, according to the local dealers, the big season to come.

AUDUBON INCORPORATES

Cleveland Distributor Takes Out Papers as Audubon Motorcycle Corp.

NEW YORK, Feb. 26.—Under the style Audubon Motorcycle Corporation, John Lever and Harry Raoul have incorporated their motorcycle business under the laws of New York State. The authorized capitalization is $1,000.

The concern handles the distribution of the Cleveland lightweight throughout these parts with headquarters at 4192 Broadway. F. L. Mayham, a corporation lawyer, is mentioned as the third incorporator.

FIRE FAILS TO DISCOURAGE STEELE

PATERSON, N. J., March 5.—Although fire destroyed the establishment of John Steele, Indian dealer here, on Friday, February 23, by a remarkable exhibition of enterprise and ability Steele had his force on the spot and busy at work clearing away the wreckage so that the day following the fire he was open for business at the same old stand. The best part of it is that Saturday's business was unusually large, and Steele believes that at least part of the trade came as part of the result of the advertising secured by the fact that he had burned out.

PRATT'S PARTY

Brownsville Dealer Took the Crowd Home on Indian Day

BROWNSVILLE, Pa.—Not content with giving the many enthusiasts who came around to his place of business a good time on Indian Day, W. D. Pratt, who handles the Springfield built machine here, staged an Indian Day party at his residence, 513 Baltimore street.

Over 100 motorcycle fans attended the affair, and while music, smoking and dancing was indulged in, the biggest feature of the party was a query box, with all the queries deposited by the various attendants bearing on the subject of "care of motorcycles."

JAPAN TAKES TO MOTOR WHEEL

MILWAUKEE, Wis., March 5.—The A. O. Smith Corp., makers of the Smith Motor Wheel and Smith Flyer, received an order from the Central Commercial Co., San Francisco, Smith distributors for Japan, for Smith Motor Wheels and Flyers for the land of the Mikado. T. Kagawa, president of the company, states that 500 or more motor wheels will be sold.

THE SMITH IN AUSTRALIA

MILWAUKEE, Wis., March 5.—W. A. Crowle, Australian agent for Smith Motor Wheels and Flyers, has secured the Darby Auto Supplies Co., Melbourne; P. Frankel & Son, Brisbane, and Russock & Co., Sydney, to handle the Smith products in their various territories.

Diamond Chains FOR Motorcycles

Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana

WICO
BEHIND THESE MOTORCYCLES

The Indian and the Pope stands the certainty and satisfaction of Wico batteries.
More than 60,000 Wico batteries in motorcycle service. Questions gladly answered.

Witherbee Igniter Co.
Springfield, Mass., U. S. A.

To Dealers Who Know

Brilliant Burners

—The Perfect Headlight—

They need no introduction.

TO OTHERS WE SAY—

With them riders get THREE TIMES the light without more gas.

Or the same light with ONE-THIRD the gas.

"Brilliant" Burners are dependable — absolutely steady, no flicker, no jarring or blowing out—even without the front glass in the lamp.

This is Electric Brilliancy with Prest-O-Lite Reliability.

"Brilliant" Burners sell, they repeat, they are advertised. The riders in your community will buy of you if you handle them. They list at $2 per set. Send today for Our Proposition and literature.

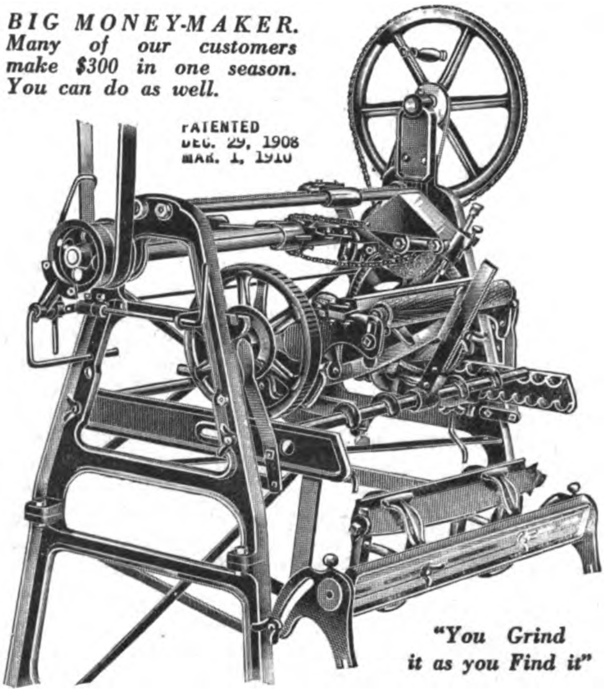
The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada.

"IDEAL" LAWNMOWER GRINDER

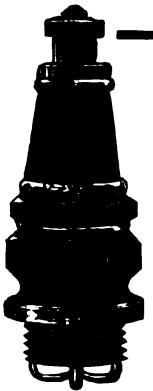
BIG MONEY-MAKER.
Many of our customers make $300 in one season. You can do as well.



"You Grind it as you Find it"

Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $50. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio



→FREE!←

Some very instructive and useful spark plug hints are contained in our free booklet which will be sent on request. It has been prepared by the makers of the

Benton

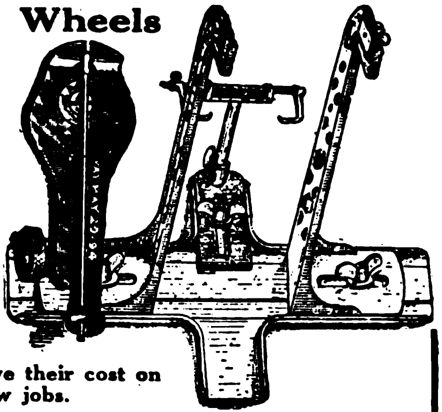
"The Case-Hardened Plug"

This is the spark plug that "makes the motor behave itself." It does its work and lasts indefinitely, and that's the most you can expect out of ANY spark plug. Write today.

L. F. BENTON COMPANY

VERGENNES, VERMONT

Truing Up Wheels



There are two requisites for quick, accurate work

The Dudley Truing Stand
Price $6.50
AND
Perfection Nipple Grips
Price 75c.

These tools will save their cost on the first few jobs.

STEVENS & CO. 375 Broadway, New York

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

NEARLY ALL THE LEADING CYCLE JOBBERS

now carry

THE NEW STOLL TANDEMS

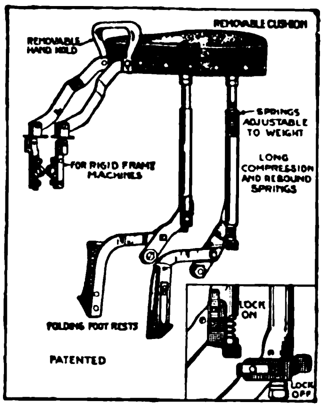
In Stock.

Look them over—notice the accurately fitted joints—the splendid spring action—and the general finish throughout. It's these points, added to the real comfort always built into Stoll tandems, that make them the best buy, when comfort and service are considered.

Descriptive catalogue mailed free on request.

Dealers, order from your jobber today, or direct.

The Stoll Manufacturing Co. Denver Colo.



Stoll Combination Tandem No. 2.

Price $12.00 Complete

LANCASTER NO "GARDEN SPOT"

Local Henderson Dealer Says Great Number of Toll Roads Militate Against Sale of Motorcycles in His District

LANCASTER, Pa., Feb. 26.—Take it from Harry R. Williams, who handles the Henderson in these parts along with a full line of bicycles, the man who applied the appellation "Garden Spot of the United States" to this particular section of the little old U. S. A. was either a satirist matching Dean Swift himself in ability or else a prevaricator with all of Baron Munchausen's capabilities and then some.

Williams' particular cause of complaint with his home town at the present moment has to do with the road system or lack of system, as he puts it, that is the greatest handicap of the motorcycle dealer in the neighborhood. According to Williams there are 15 toll roads in the immediate neighborhood which are in fair condition, nothing extra, but to ride over which the motorcyclist is taxed a cent a mile; and all of the other roads are in such bad shape that the fellow who wants to get any real pleasure from riding must needs take to the toll roads and pay the price.

The local folks are considering doing away with the toll roads in favor of the county and township owned roads more commonly met with, but Williams makes it plain that they have been considering such a move for the past 20 years and probably will hold counsel on the proposition for at least a score more; in the meantime for the motorcycle dealer at least, Lancaster loses its Garden atmosphere.

HAGERMAN'S CUTOUT

Kansas City Man Produces Direct Exhaust Passage.

KANSAS CITY, Mo., March 2.—Ray Hagerman, a Kansas City mechanic, has designed a direct cut out for motorcycles, which is quite unorthodox and novel in its design. The direct cut out resembles a small box, shaped from twenty gauge sheet steel and fastened at the side of the muffler.

The exhaust pipes from the engine are cut and enter the cut out box directly instead of the muffler. A large hole is bored or cut in the side of the muffler box and thus when the door of the direct cut out is closed the exhaust is thrown into the muffler. The cut out is worked at will with the foot by a small lever.

BAY TRACK BRINGS $750

NEW YORK, March 3.—At the auction sale of the Sheepshead Bay Speedway, which ran on financial rocks, the entire property was sold to George J. Watson for $750. Watson is said to represent the contractor who built the track and who sued to foreclose a lien of $202,437. The property is subject to a mortgage of $2,040,000 and a mechanics' lien of $75,000.

MAKES NOTEWORTHY RIDE IN INDIA

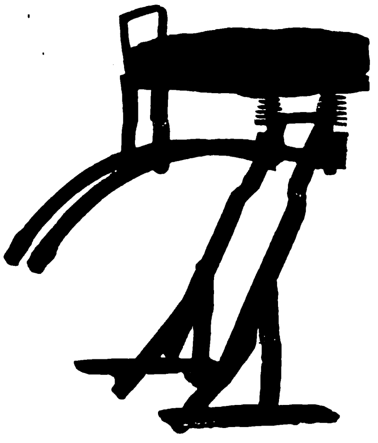
A noteworthy run, demonstrating the possibilities of the motorcycle in covering long distances on all sorts of roads, was the 625-mile run just completed in seven days by Percy Johnson, through the Bengal coal fields in India. Although not a record in point of time, this performance is remarkable when the heat and inconvenience of Indian roads are taken into account. The machine used was a Harley-Davidson on Goodyear Bluestreak tires.

WANDERSEE DELAYS OPENING

DETROIT, Mich.—The official opening of the W. E. Wandersee Co.'s new Harley-Davidson store on Woodward avenue, near Grant Boulevard, has been delayed until April 10 on account of the difficulties encountered by the contractor in securing building material. The Wandersee company is making plans for an elaborate reception to Detroit riders at the opening of this store.

CATALOG BY SPANISH DEALER

SPRINGFIELD, Mass.—As evidence of the fact that he is fully alive and mighty progressive, Olave Y. Azqueta, Indian representative for Spain, with headquarters in Madrid, submits a 12-page catalog covering solely the Indian in all of its various 1917 models. The cover is embellished with a characteristic photograph of the head of an Indian chief, done in three colors, while a degree of tone is lent to halftone illustrations of the models and mechanical details by the use of a yellow tint around the halftones.



Supreme Comfort
Giant Strength
Light Weight

Your tandem, to be correct, must have all of these. You take no chances if you insist upon the

F-N TANDEM
Price $11.50 Each

Fentress-Newton
Mfg. Co.
Detroit, Mich.

Wherever Ball Bearings are used you will find
STAR
Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Sun, wind and moisture never bother the wearer of
THE CHICAGO
No 141 DIMMER GOGGLE

This perfect eye-shield is correctly designed to fit contour of the face, allow free range of vision, protect the eyes from dazzling sunlight, wind, rain and dirt and ventilated to prevent misting in cold, damp weather. A better goggle isn't made. Buy a pair today.

Dealers—Jobbers everywhere supply the Chicago Dimmer Goggle.

Chicago Eye Shield Co Chicago, Ill

AIM
AUBURN
SPARK
PLUGS
Win Their Way by Merit

They're built to give the sort of ignition service you've heard some riders brag about—but never had yourself. Get in line for a troubleless riding season—specify AIM.

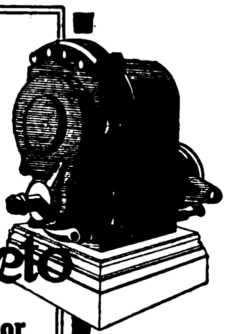
Auburn Ignition
Mfg. Co., Inc.
AUBURN, N. Y.

Worth More

Does More

The
Berling Magneto

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.



NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .080; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

Are You On The Mailing List for
THE BIG SUCCESS CIRCULAR
for Miami Dealers?

If not, send in your name today. Tells all about Miami Dealers' successes—How they did it and how we can help you.

Send In Your Name Today

MIAMI CYCLE & MFG. CO.
1035-1051 Grand Ave., Middletown, O., U. S. A.

Firestone
Motorcycle Tires

The Red Side Wall
and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

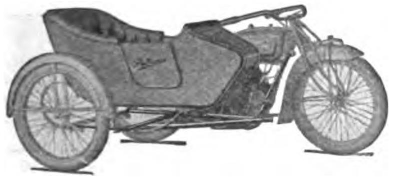
Firestone Tire and Rubber Company
Akron, Ohio. Branches and Dealers Everywhere

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan



HR
RENOLD
7143 for 7144
5/8" pitch 1/4" wide Reliability 5/8" pitch 3/8" wide

Can stand the "gaff" of speed or load with Renold resourcefulness. You can "let out" with absolute assurance of safety and implicit faith in the ability of Renold Chains.

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts. New York City

To Buy or Sell
USE
THE MART
3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 126th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3966 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York Bronx Branch
533 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1801 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3966 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1031 Bedford Ave., Brooklyn

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

STERN BROS.
INDIAN
Bicycles, Accessories and Parts
128 Bridge Plaza, L. I. City

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
182 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1800 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

Light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines
Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7063

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

NOW'S THE TIME to buy a USED MOTORCYCLE

If you want to get in touch with some real bargains in up-to-the-minute used machines, write

HALLOCK
c/o Motor Cycle Illustrated
13 Park Row New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

1916 TWIN DE LUXE DAYTON, 3-speed, electric equipped, just overhauled, $175. L. N., care Motor Cycle Illustrated.

FOR SALE—Miller Triplex Side Seat for 1915 Harley-Davidson, used very little, same as new; price $12.50. C. G. Thrasher, 204 Plum street, Montgomery, Ala.

GET THIS—1913 Majestic Commercial Sidevan, never been used, but a little shopworn; $40 takes it. Heinz Motor Co., 611 W. North avenue, Baltimore, Md.

SNAP—1917 Henderson three-speed; run 200 miles. Fitted with Presto tank, headlight, Corbin-Brown speedometer, F-N tandem, Handphone signal and magneto cut-out. Price $300. E. H., care Motor Cycle Illustrated.

EXCEPTIONAL BARGAINS—1917 twin Indian, 1916 single Indian, brand new, never ridden, $230 and $95. Three single H-D, fine twin excelsior. Howell, 217 Chestnut, Evansville, Ind.

CYGNET REAR CAR. Used for 1 week only; not a scratch on it. Price $75 if sold immediately. Write N. B., care Motor Cycle Illustrated.

ROGERS SIDECAR, used half of last season and as good as new. Price $50. X. X., care Motor Cycle Illustrated.

FOR SALE—1915 two-speed Henderson, first class condition, fully equipped, price $145. Send $25 deposit, balance C. O. D. Address J. M. Guest, 1233 Ellis Street, Augusta, Ga.

FOR SALE—Sears Deluxe motorcycle, 9 H. P., 1915 model, overhauled and enameled. Complete equipment, new rear tire, extra inner tube. $10 down, $100 C. O. D. Raymond Stewart, Spring Valley, Minn.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

THREE-SPEED INDIAN, Speedway motor, spring frame, electric equipment, speedometer, tandem, new shoe front, good rear shoe, 1915 model. Price $175. J. H., care Motor Cycle Illustrated

HARLEY-DAVIDSON, 1913 twin, tandem, speedometer, Presto headlight, Handphone. Bargain at $105. L. M., care Motor Cycle Illustrated.

TWIN INDIAN, 1914 model, electrically equipped and fitted with speedometer, watch and mirrorscope. Price $140. E. F. H., care Motor Cycle Illustrated.

FOR SALE—One 1915 neutral countershaft, $10; two carbureters, $5 each; all A-1 condition. About $50 worth of parts, new and used; the lot $10; all Indian. Pratt's Motorcycle Exchange, Brownsville, Pa.

USED MOTORCYCLES ON EASY PAYMENTS—Send for our list of makes, prices and terms. Number of machines limited. Send stamp. Strogonoff-Godfrey Co., Inc., 103 State street, Schenectady, N. Y.

1916 THREE-SPEED INDIAN, fully equipped with gas light and tank, speedometer and luggage carrier; for sale in first class condition; price $250. Address Demler & Adams, Bradford, Pa.

FLYING MERKEL parts for sale, magneto, carburetor, tires, seat, clutch, cylinder, crank case, 1914 Indian, 1914 fork. R. L. Rourke, Webster City, Iowa.

POPE LIGHTWEIGHT, 1916 demonstrator; has not been run over ten miles. Bargain at $100 for quick sale. G. J., care Motor Cycle Illustrated.

HELP WANTED

WANTED—Good, reliable man to travel in Middle West for one of the larger motorcycle manufacturers. Applicant must have had experience in calling on retail bicycle and motorcycle trade. Apply in own handwriting, stating age, experience, salary expected, and references. E. M., care Motor Cycle Illustrated.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man on Indian motorcycles wanted. Must be sober and a good workman. Sykes Motor Co., 37 E. Long street, Columbus, Ohio.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED — Short-coupled Harley-Davidson frame, tanks, and rear-guard. Either or all. Box 1689, Atlanta, Ga.

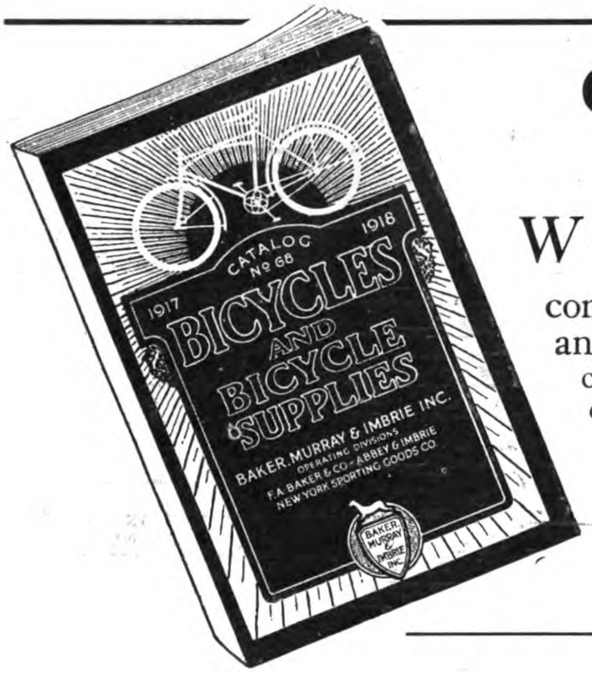
WANTED—Model 1915 Harley-Davidson sidecar; state condition. C. A. Rosendahl, Kindred, N. Dak.

WANTED—1916 Harley-Davidson sidecar in good condition. State price. Palmer, 148 Montague St., Brooklyn, N. Y.

WANTED—A three-speed 1916 model Harley-Davidson or Indian motorcycle, in first class running order. Harold P. Smith, Box 404, Groton, N. Y.

March 8, NEWS 1917

Baker, Murray & Imbrie INC.


CATALOG
Nº 68
1917
1918
BICYCLES AND BICYCLE SUPPLIES
BAKER, MURRAY & IMBRIE INC.
OPERATING DIVISIONS
F.A. BAKER & CO. • ABBEY & IMBRIE
NEW YORK SPORTING GOODS CO.
BAKER MURRAY & IMBRIE INC.

Our 1917 Bicycle Catalog
NOW READY!

WE'VE made it a recognized bicycle dealer's encyclopedia. Size, 6 x 9—over one hundred pages. And complete? Bicycles, bicycle sundries, bicycle tires and—you'll appreciate this—a full list of parts for all coaster brakes and lamps, as well as a comprehensive line of small tools and accessories.

With each catalog the dealer will be supplied with a confidential trade price-list, quoting net figures to dealers.

Send us your name, so that we can mail you this new 1917 book NOW.

The Advantage of Centralized Buying

THERE is no distributing house in America which can duplicate the buying advantages which we offer. The dealer who buys all of our associated lines of us saves a very large amount of money in shipping charges in the course of a year.

We are unique in being able to offer the dealer so many various kinds of highest grade merchandise, such as Pierce and Victor Bicycles, Abbey & Imbrie Fishing Tackle, Abercrombie Camp Goods, Infallible Tires for motorcycles and bicycles, Infallible Tennis Raquets, Infallible Golf Clubs, Infallible Spark Plugs. Our line of guns is one of the finest and most complete. Our selection of sport shoes and clothing is an endless variety.

We are Eastern distributors for Indian Motorcycles, Cyclemotors, and Cygnet Rear Cars. A thousand and one different accessories which go to supplement all these main selling lines of merchandise are always carried in full stock.

The Baker, Murray & Imbrie policy protects your satisfaction both as regards quality of goods and prompt shipments. It is worth while for any dealer to give more thought to buying in one place. The advantages are all on his side, especially when he now has at his disposal Baker, Murray & Imbrie service.

Announcing Mr. David T. Ambercrombie As Our New Vice President

DAVID T. ABERCROMBIE, naturalist, angler, hunter, and all-around sportsman, has joined Baker, Murray & Imbrie, Inc., as Vice President.

Mr. Abercrombie will have charge of all the camp goods, clothing, and tent departments of Baker, Murray & Imbrie, Inc.

When Theodore Roosevelt was planning his South American expedition, which was noted for the thoroughness with which it was equipped, he called David Abercrombie in to give him the benefits of his years of experience.

The Ziegler Polar and Relief expeditions were both equipped by Mr. Abercrombie, and he was outfitter for the United States Department of State for many years and has served the Canadian Government in the same capacity.

All of the camp equipment and tents which Mr. Abercrombie has originated and which he himself manufactures will now become part of the Baker, Murray & Imbrie, Inc., line.

Abbey & Imbrie Advertising Boom Is On!

1917 Catalog just off the presses. Big magazine campaign in all the out-of-door publications. Large, live window posters in colors will be sent all dealers March 15th just in time for the opening of the fishing season. Abbey & Imbrie Fishing Tackle is the most consistently advertised tackle in America. Everybody knows "Fishing Tackle That's Fit for Fishing."

ESTABLISHED 1820
THE SIGN OF THE LEAPING DOLPHIN
Abbey & Imbrie
New York
Copyright 1912 by Abbey & Imbrie

OPERATING DIVISIONS
F.A.Baker & Co. New York Sporting Goods Co. Abbey & Imbrie.

10-15-17 Warren St., New York City

The Excelsior Family

is now complete

The Ultra Power Big Twin X

The most powerful, reliable and efficient heavy duty Motorcycle ever built with

Three Speed Automobile Type Transmission
Enclosed Clutch Mechanism
Heavy Double Brake
Foot Motor Starter, with Automatic Compression Control
Nickel Steel Frame, with Removable Center Bar
And other exclusive features

Price electrically equipped $310.00
With standard equipment $275.00

EXCELSIOR Series 18 Sidecar

THE LAST WORD IN SIDECAR LUXURY

A Sidecar of EXCELSIOR quality throughout, with such superior features as

Semi-Flexible Spring Center Brace
Self-alining Pivot Frame Connections
The Most Graceful and Comfortable Sidecar Body ever made
Folding Foot Rest, and Rubber Covered Step

Price, with all connections $80.00

EXCELSIOR Series 18 Light Weight

THE TRIUMPH OF LIGHT WEIGHT CONSTRUCTION

A real Motorcycle, with

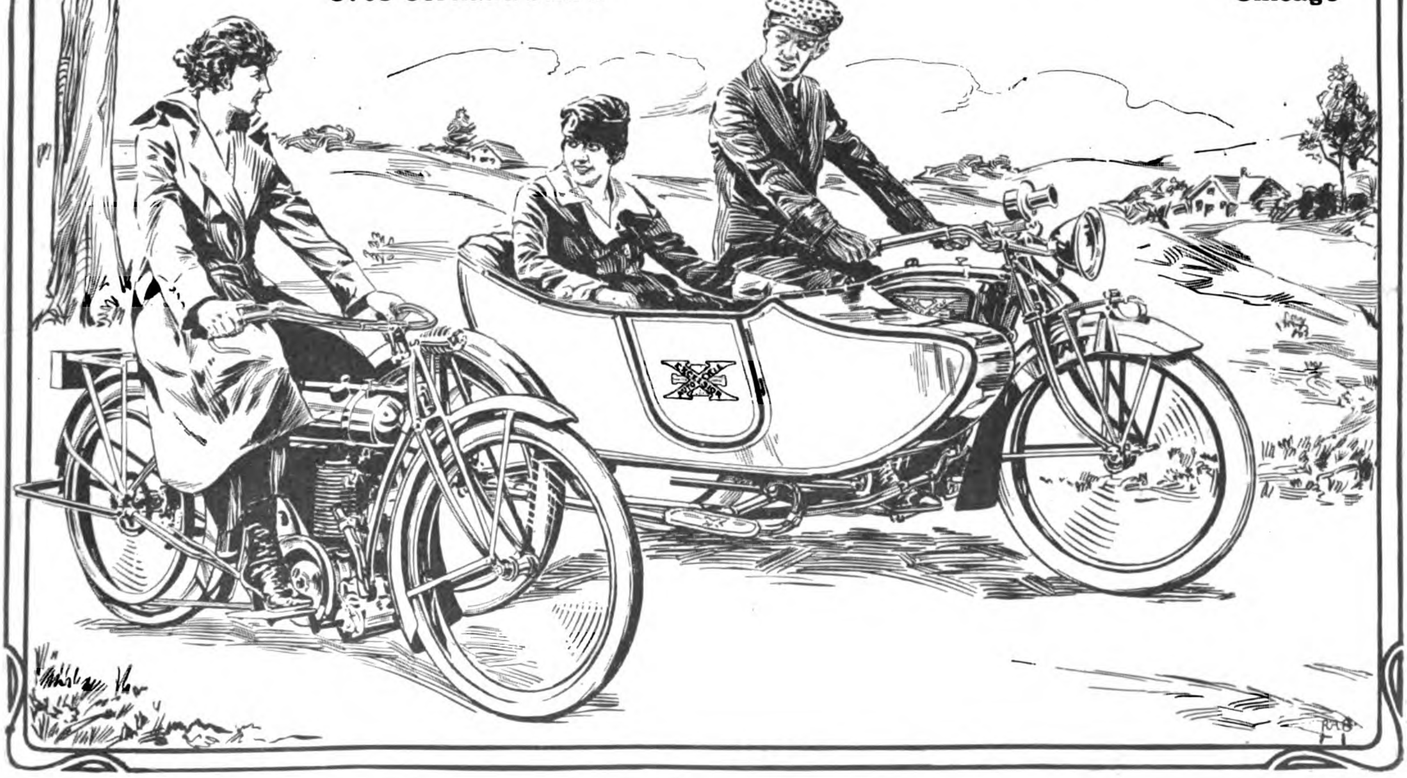
Powerful, Single Cylinder Two-Stroke Motor
Foot Operated Motor Starter
Two Speed Automobile Type Transmission
Powerful Shoe Brake, casting on the Belt Rim
Long Folding Foot Boards, and Cushioned Seat

Price, $140.00

See the dealer, or write for catalog

EXCELSIOR MOTOR MFG. & SUPPLY CO.

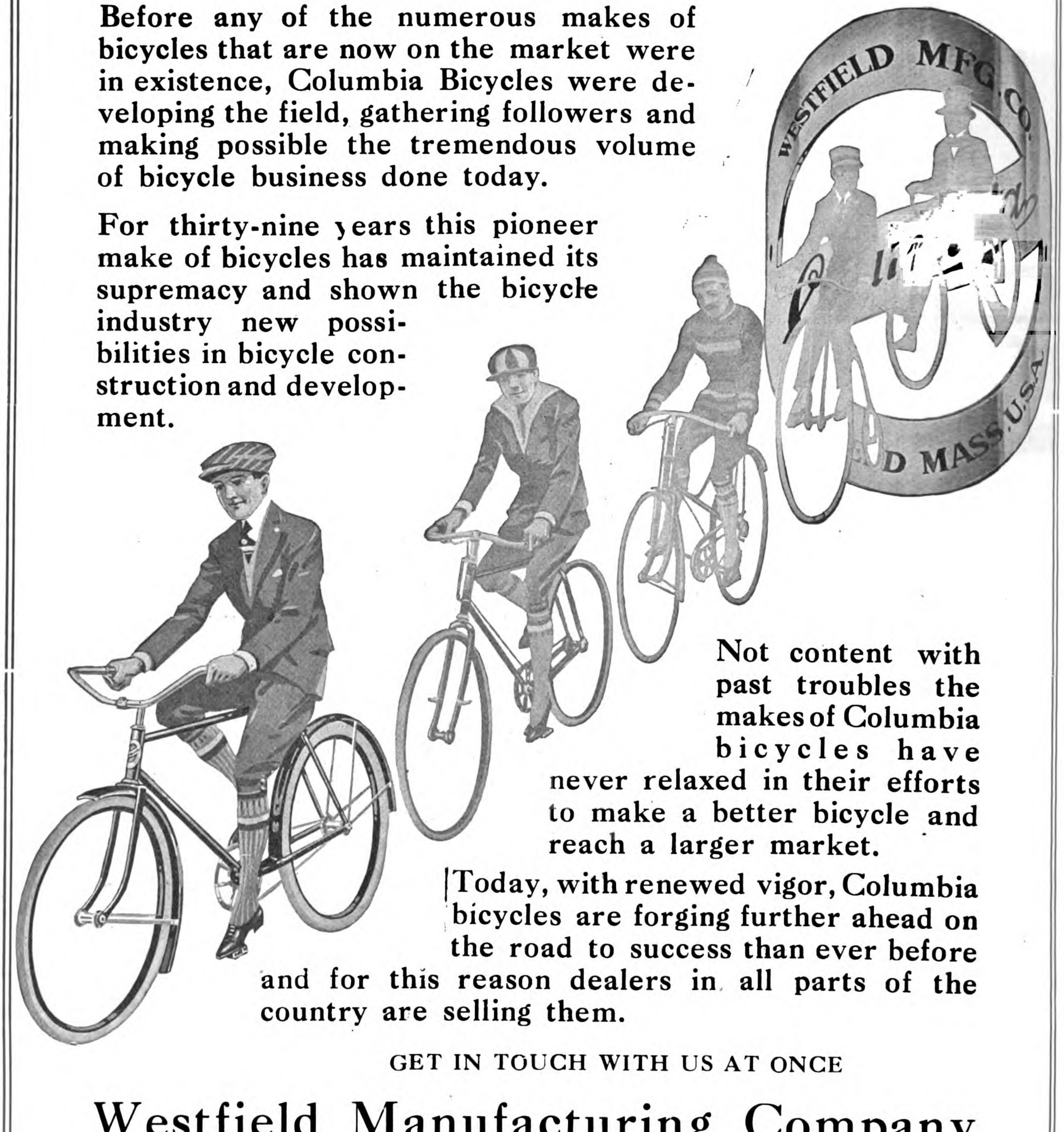
3703 Cortland Street **Chicago**



The Columbia Made Bicycling What It Is

Before any of the numerous makes of bicycles that are now on the market were in existence, Columbia Bicycles were developing the field, gathering followers and making possible the tremendous volume of bicycle business done today.

For thirty-nine years this pioneer make of bicycles has maintained its supremacy and shown the bicycle industry new possibilities in bicycle construction and development.


WESTFIELD MFG. CO.
D MASS. U.S.A.

Not content with past troubles the makes of Columbia bicycles have never relaxed in their efforts to make a better bicycle and reach a larger market.

Today, with renewed vigor, Columbia bicycles are forging further ahead on the road to success than ever before and for this reason dealers in all parts of the country are selling them.

GET IN TOUCH WITH US AT ONCE

Westfield Manufacturing Company

(Department 11) WESTFIELD, MASSACHUSETTS

MAKERS OF THE Pope MOTORCYCLE

CARLOAD *for* McCOOK

A Story of Perseverance and Profits, Plus Indian Quality

LEWISTOWN, Pa., has less than 10,000 population, but this did not prevent J. Ralph McCook, Indian Dealer, from making it a live motorcycle town.

Persistently, with utmost determination, McCook has plugged away, until he has now established in this small Pennsylvania town, a most prosperous motorcycle business.

By the latter part of March, 1915, McCook had ordered 1 Indian Motocycle.

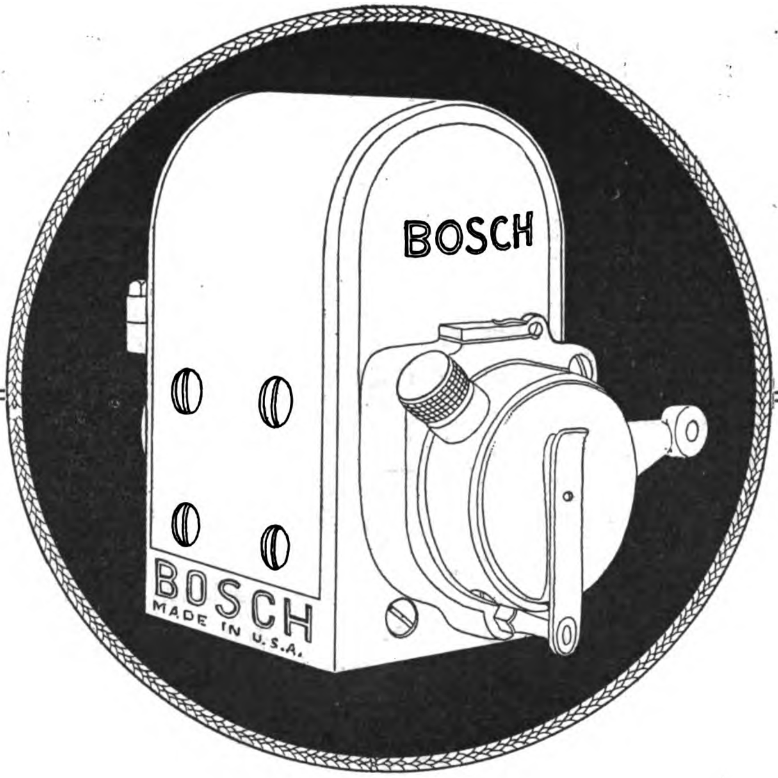
During the same period, 1916, McCook had ordered 6 Indians and 2 sidecars—a fair increase over 1915.

Now in 1917 McCook has come into his own! He's a "carload buyer!" No longer is he a small dealer! Indian quality, Indian mechanical perfection, Indian guaranteed satisfaction, along with his unceasing perseverance, has made him a "carload buyer." To date Mr. McCook has ordered 42 Indian Motocycles and 20 Indian sidecars!

This is not an isolated, exceptional success, but one of the many examples of what indomitable determination, linked with Indian preeminency, can do to build up a profitable motorcycle business.

Never has the demand for Indians been so heavy—an opportune time to link up with the biggest and best motorcycle proposition! Why not start now to build a profitable motorcycle business? Why not write TODAY?

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.



Bosch Provides More Than Dependability

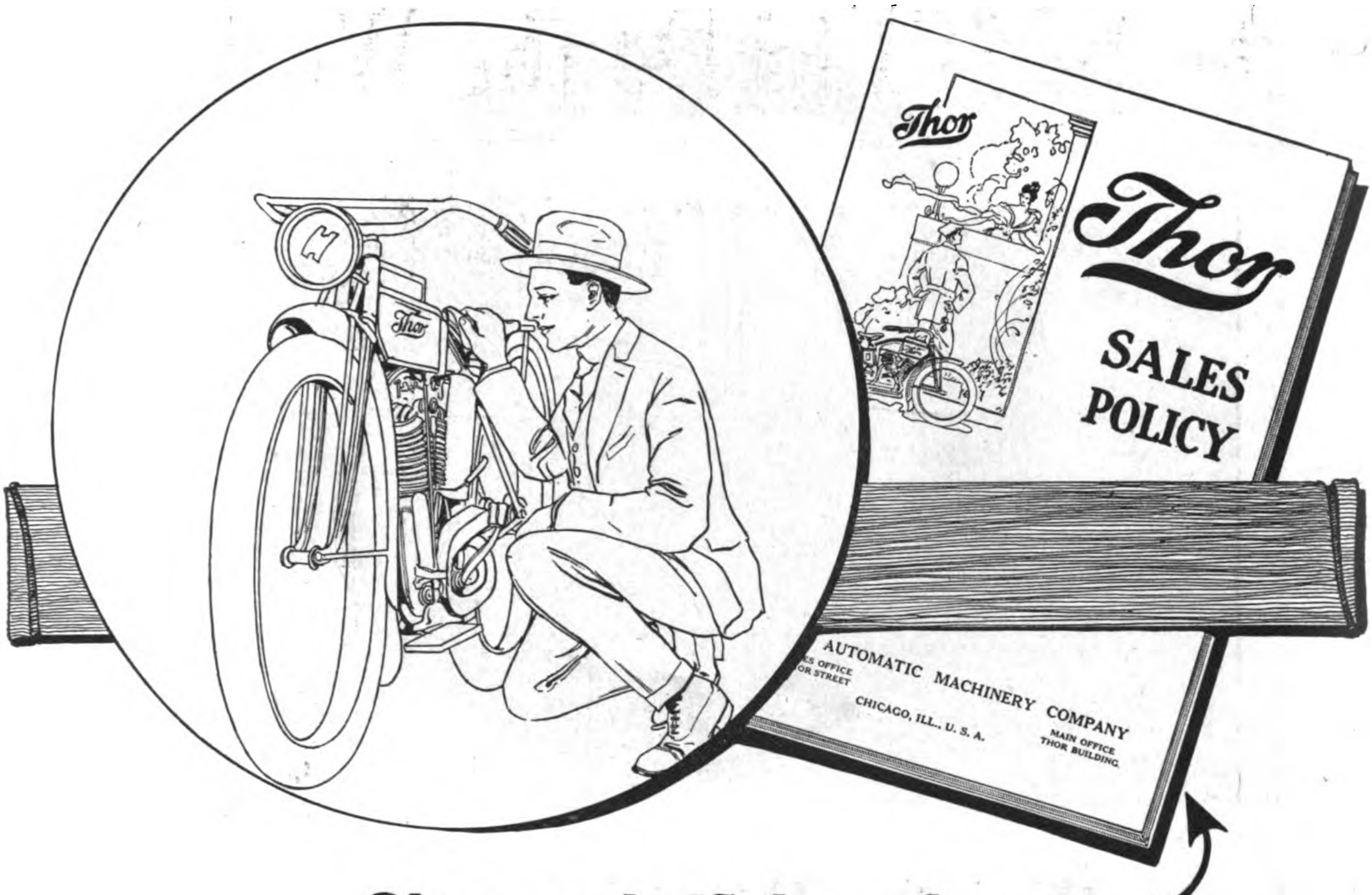
WHEN a motorcycle is Bosch-Equipt it is provided not only with an electrical system having a reputation for remarkable reliability, but it is backed by an electric service system second to none.

Your engine is liable to accidents such as may harm the Bosch systems, but whether you are in Texas or Oregon, a Bosch Service Station's within overnight call ready to advise you or supply you.

BE SATISFIED SPECIFY BOSCH

Bosch Magneto Company
206 West 46th Street, New York

CHICAGO DETROIT SAN FRANCISCO
Service Stations in Every State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THOR BUILDING

Observe the Salesmaker

SEE that booklet? It's important—to you and to your customers. Tells you about the new Thor Sales Plan. Some plan!

From now on, Thor dealers can sell on time. No, nothing ever prevented that before, provided the dealer had enough reserve capital. But now, any and every Thor dealer can sell on time. We have arranged to take care of such outstanding accounts.

Best of all, the Thor dealer reaps an immediate profit on every time sale! Think of it—an immediate profit! And, of course, riders are delighted that they can now buy a Thor on time—the leading motorcycle.

So everybody's happy. The plan is working out splendidly. We want you to join in the new and greater Thor prosperity. The more, the merrier!

Send for This Booklet Now!

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**

"Let the SMITH Do the Work"

Why Not Sell the Real Bicycle Salesman?

The one that has the power, is clean, does not strain the bicycle, has positive traction, and from which the rider gets no vibration while riding.

Smith Motor Wheel
DETACHABLE

Is showing live dealers everywhere the way to a *successful, profitable bicycle business.*

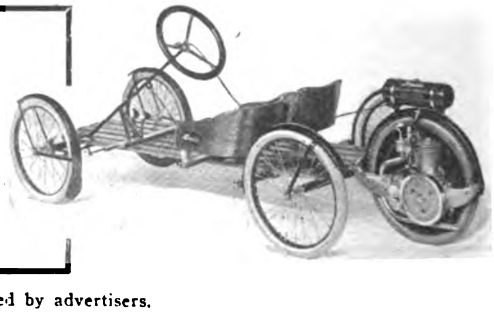
Dealers: Write us or nearest distributor listed below for proposition.

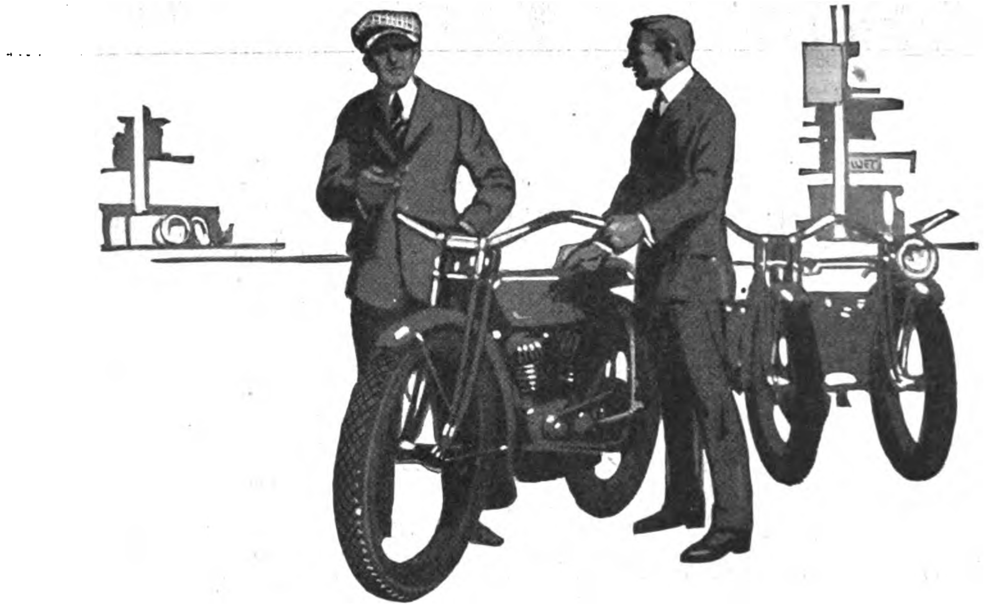
J. W. Grady & Company, Worcester, Mass., New England.
Haverford Cycle Company, Philadelphia, N. J., Eastern Pa., Va., N. C., S. C.
Nickerson & Schroeder, 1078 Bedford Ave., Brooklyn, N. Y., New York City, Brooklyn, Long Island, Western Conn.
Edwards-Crist Mfg. Co., 13th & Michigan, Chicago, Ill., Cook County.
A. E. Bregent, 208 St. Catherine St., Montreal, Can., Dominion of Canada.
Buckeye Motor & Cycle Company, Akron, Ohio, Ohio (except counties contiguous to Columbus).
Penn Motor Supply Company, 5900 Penn Ave., Pittsburg, Pa., Southwestern Pa.
Schmelzer Arms Company, Kansas City, Mo., Kansas and Western Missouri.
Ballou & Wright, Seattle and Portland, Washington, Oregon and Idaho.
Appeal Manufacturing & Jobbing Co., 631 S. Los Angeles St., Los Angeles, and 1596 Market St., San Francisco, Calif., Arizona.

MOTOR WHEEL DIVISION **A. O. SMITH CORPORATION** **MILWAUKEE WISCONSIN**

THE SMITH FLYER AGENCY

goes with the Smith Motor Wheel. The sturdy Smith Flyer is sweeping the country with its success. Order a demonstrator, and "start the ball rolling" in your town. For the asking, we will send you copies of letters from dealers who report big 1917 business on the Smith Flyer and Smith Motor Wheel already—and the season is just opening. Write us today; we'll tell you more.





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TRADE MARK REG. U. S. PAT. OFF.

They Serve

Get acquainted with the retail merchants in your town and talk delivery service to them. They are good motorcycle prospects and you can reach them easily through Goodyear Blue Streak Motorcycle Tires.

Everywhere, there is today a definite place for motorcycle delivery service. Modern retail competition demands this kind of rapid service. Customers patronize the merchant who is equipped for proper delivery service. If he is not equipped the business goes to his competitor.

The one sore spot with the merchant when you mention motorcycle delivery is often tire upkeep. Meet his argument with good, sturdy, reliable Goodyear Blue Streaks. These are the tires that really serve and make his delivery service a real asset, rather than an expensive luxury.

Goodyear Blue Streak Motorcycle Tires will become a big business getter for you if you think of them in this way.

And there is a tremendous profit field open to you among the merchants in your town.

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

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Harley-Davidson
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'Usco' Tires when ordering motorcycles if you would be sure of profits.

The 'Usco' is not merely a motorcycle tire. It is a motorcycle tire of automobile construction—*virtually an automobile tire for motorcycle use.* That's why it's forging to the front in popularity and demand.

The manufacturer will be glad to honor your specifications *without a cent's extra cost.*

United States Tire Company

1790 Broadway, New York

MOTOR CYCLE ILLUSTRATED

For the Rider and the Trade

13 PARK ROW
NEW YORK

Volume 13 **March 15, 1917** **No. 11**

The Fresh Ike

His Mount Looked and Sounded Like a Derelict from the Old Crocks' Home, but It Played the Star Role in an Expensive Little Surprise Party

By GEORGE M. JOHNSON

IT WAS Friday, the thirteenth; and if I ever hit the road again on that unholy combination and meet a freckle-faced, yellow-haired mut minus one front tooth riding a Tornado motorcycle—the mut, of course, not the tooth—I'm going to fan it for the tall timber faster than I know how. You won't see anything but the exhaust, and that will *smoke,* believe me!

Little Collecting Trip

Old Jenks—he handles the Regal for Lake and Huntington counties—had sent Pete Conway and me out on a collecting trip; or rather he sent Pete and I went along too. Jenks sells a lot of machines on the installment plan, and you can bet that the fellows who buy that way from him don't have any chance to get behind on their payments; he's after them all the time, keener than a hound on a hot trail. That's one reason why Jenks is getting rich selling motorcycles, while some other agents make just about enough to pay shop rent.

Pete has cleaned up the names on his list and we're chugging for home, when BING!—an ex-beer bottle takes a pass at Pete's rear tire, chewing it up something scandalous.

Now Conway 's ridden his bus in all kinds of weather, so that the casing sticks to the rim worse than adhesive plaster to a sore knee. While he's wearing the ends off his fingers trying to get that beastly tire started, we hear the purr of a motorcycle. Then the rider drifts into sight, and seeing our two machines by the road, he pulls up alongside, shutting off his motor when he stopped.

He's riding a Tornado, and take it from me, she's one sick looking boat. But he sits there in the saddle of that poor old crock as if she's pure gold with platinum trimmings and studded with diamonds, and he looks down at our up-to-date Regals like a Pierce Arrow driver sailing past a six-year-old Tin Lizzie with the blind staggers.

"By gosh!" he says. "I knew it!"

"Knew what?" I asked him sort of friendly like.

"Knew they'd be Regals. Nine out of every ten machines you see stalled along the road are Regals. So help me, bo, you see more of 'em stalled 'n rolling. Why don'tcha get a real honest-to-goodness motorcycle?"

"Don't even have tire trouble with the Tornado, I reckon?" grunts Conway, prying at the bead with a screwdriver.

"Naw," and the lad fishes out a pack of cigarettes—the twenty for a nickel kind—"they put decent tires on the Tornado to start with. Those A-Z tires on the Regal are made of old rubber boots vulcanized to cheesecloth. But they're cheap, dirt cheap; that's why the Regal uses 'em."

Getting Ready for Trouble

About then I give his ancient Tornado the once over again. She's got no rear mudguard; it's snapped off and lashed to the luggage carrier behind the saddle.

"What struck your guard?" I ask. "Didn't have any trouble with it, did you?"

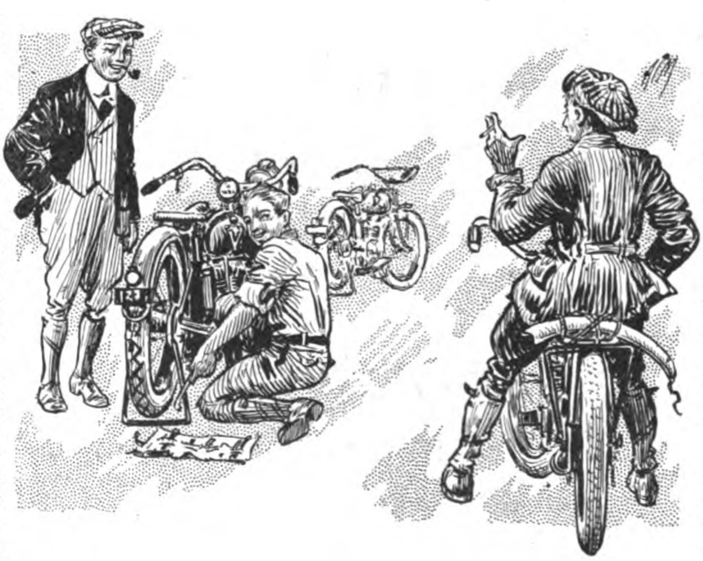
"Naw," and he sucks his lungs full of vile smoke from that alfalfa-ragweed blend he favors. "I was plugging some gumbo and the stuff clogged under the guard till the wheel wouldn't turn. That was *some* mud, bo, I'm here to tell yuh. They ain't any Regal that could climb through, but after I took the guard off, this old tub went along like she was greased."

"There isn't any mud on it now, though," I says.

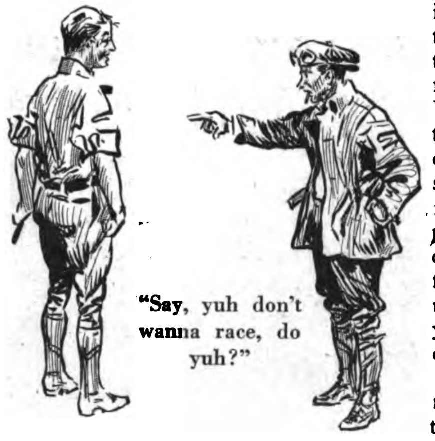
"I know they ain't," is his alibi. "I washed it off."

"Did you wash it off the rest of the machine?" I ask. A blind man can see his bus hasn't plugged mud in forty days and forty nights.

"Sure I did; I like to see the



"What struck your mudguard?" I asked



"Say, yuh don't wanna race, do yuh?"

tub looking clean."

At that Conway sticks his bean around and grunts twice, for the oil and road dust are a quarter inch deep on the crankcase in the cleanest places.

"Glad you told us that," says Pete. "But why don't you put the rear mudguard back on?"

"I was going to, but I happened to think I'd be riding into that gumbo again, so I left the guard off a while longer."

But with all that talk anyone can tell that the clips, where the stays hold the mudguard in position, are broken. I'm just going to ask him, sort of polite you know, about that, when he opens up on Conway.

"That ain't any way to take a tire off, you piece of cheese," he says.

Pete's getting madder and madder all the time, both at the tire and at this fresh Ike that's happened along. He gives a fierce jab with the screwdriver and, zippo!—the sharp point slips in under the edge of the casing and right through the inner tube; she makes a rip an inch long. Conway never did that stunt before in his life.

The Ike Proposes a Race

The lad laughs till Pete and I both hope he'll strangle, but luck's against us.

"Yuh poor simp!" he chokes. "Didn't yuh ever *see* a tire before? Lemme show yuh something," and he starts to shove Conway out of the way.

"One side, sonny!" says Pete. "One side, *if* you please. I was repairing tires when you were saving pennnies to buy that junk pile of yours."

"Junk pile!" snorts the fresh Ike, firing up on another nail. "Huh, little yuh know about motorcycles! I don't suppose yuh ever hearda Jerry Donaldson?"

"You mean the barber over at Newton? Sure, I know Jerry. He's cut my hair a couple of times."

"Naw, he ain't the Jerry Donaldson I mean. I mean the Jerry Donaldson that won the five- and ten-mile open at the Benham fair grounds last year. Well, sir, Jerry won on this motor, he did."

"That so?" grunts Conway, getting out his patches and can of cement. "What did he ride against? Kids on bicycles?"

"Say," and the Ike gets mighty impressive; "yuh don't know nothing about that boat o' mine. Lemme tell yuh this, bo; if she can't do a mile in fifty flat—get me, fifty flat?—I'll give her to yuh!"

"No, you won't!" says Conway. "I wouldn't tak' her for a gift!"

"Say," and this time he fairly howls it out, "yuh don't wanna race, do yuh?"

"Me want to race?" says Pete. "Me race? Well, I should just naturally blush to twitter! This bus of mine"—Pete taps the saddle—"has won more races than you've got hairs on your head. She's so darned fast I'm almost afraid to ride her. Give this boat the gas and she'll jump right out from under and leave you flat in the road if you don't hang on harder than grim death to a monkey!"

Now Conway's Regal is no slouch when it comes to burning up the macadam, but at that there's plenty of faster birds in the United States. And then he's ridden her all of a thousand miles since scraping the cylinder heads, so she's pretty well caked with carbon. Even so she'll tick off her mile a minute, which is more than you can say about a lot of stock machines.

"I can hear all the noise yuh make," says the Tornado rider, "but I wanna warn yuh, bo, y'ain't gotta chanct against this bus. She's a racing machine, she is," and the lad's chest swells up like we ought to flop down on our knees before the old crock.

Well, sir, Pete and I just look at each other and laugh. Then we look at the cocky lad sitting on that poor old antique, and we laugh some more; we just can't help it. He don't get mad, though; sits there and grins at us in a darned unpleasant, superior sort of way. Meantime Pete's finished fixing his tire and puts away his tools and cement.

"My time's valuable," he says, "and if you want a race with me you've got to talk some. Get me?"

"I getcha, Steve," says the lad. "I don't wanna do this, but yuh force it on me," and down he goes into his jeans and from somewhere he brings out a wad of bills that would choke a hippo! "Yuh said something about talking, I believe," says the lad. "How does this noise hit yuh?"

"Gosh!" gulps Pete, looking over at me, like he's wondering if I can see it too. "Gosh!"

"Well?" and the Tornado chap stops grinning, "your turn to talk now, ain't it? When yuh gonna begin?"

Pete flashes the roll he's collected from Jenk's customers.

"Oh, I've got the mazuma, all right," he says. "Where'll we race?"

"How 'bout that half-mile track this side 'o Newton?"

Now Conway's ridden I guess a dozen times on that track when Jenks has entered Regal racers in speed-fests; Pete's a mighty foxy rider and he knows the track by heart.

"Suits me," says he, and so it's settled.

When the Tornado fellow kicks his motor over, she sputters worse than a tabby cat up to its knees in water. Part of the time she only hits on one cylinder, and the rest of the time don't hit either. He gives her the gas and she chokes, stopping dead. Meanwhile Pete and I wait for him, our Regals throttle down and ticking as smooth as two Big Bens.

To get over to the Newton track we could either go down the State road and then back up the next valley, or take a short cut over the range of hills that lay between. The last route meant some tough climbing on a road that wasn't any too good. When that Tornado motor finally warms up enough so she'll run, we start out, letting her set the pace, both Pete and me being mighty curious as to which road the guy will pick. When he comes to the ridge road, off he turns, cocky as ever, and Conway—we're riding side by side—grins over at me.

"He'll get no farther up than the bend by the old watering trough," he yells above the exhaust of our motors.

Conway's wrong there, for we don't overtake the Tornado until fifty yards above the trough. Where we pass her she's barely rolling, and the poor old engine's pounding its head off trying to take the grade. A minute more and she corks off entirely, and we wait at the top while the rider pushes the heavy boat the rest of the way up. When he finally joins us he's sweating like a horse.

"Don't know wotinel's the matter with the old tub today!" he grunts, as he mops his face, and at first it's hard to tell which has overheated more—the motor or the rider. "She oughta romp up that little pimple of a hill forty miles an hour."

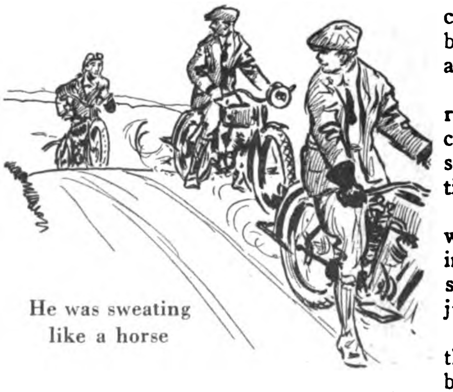
Real Money Posted

"Takes a Regal to do that," is Pete's consolation. "Race is off, I reckon?"

"Wha'd'yuh think I am?" yells the Tornado booster. "A low down quitter? Yuh been going around with Regal riders too much; yuh get the idea everybody's like 'em. No, sir! I'll race yuh to a fare-ye-well, Brother Watkins!"

Pete would have been glad to let the fellow off easy, because Conway's as square a man as ever lived; he never would set about slipping a sure-thing proposition over on anybody. But this chap's got an ugly way of talking that would knock the best intentions in the world higher than Gilroy's kite. So we proceed.

When we reach the oval we find it's in use—horse racing that afternoon, and so we've got no chance. I figure that the Ike will be glad of the excuse to get from under, but size him up wrong again.



He was sweating like a horse

"How about tomorrow?" he asks. "We could run out here and settle our biz in no time."

It's arranged that way, but as we're leaving the track the Ike sings out, as if he'd just got the idea.

"What say we post the bets with somebody? Then if either party balks the other gets the stakes."

"O. K.," says Conway, and we ride into Joe Peter's place in Newton. Joe is the Tornado agent, by the way.

"How loud yuh talking?" says the Ike.

"Fifty even on the one race," says Pete.

"Right-o!" and then the Ike looks at me. "Always room for one more," he says. "Yuh wanna come in? I got twenty-five here that ain't working."

I chase up two tens and a five, and then Joe puts the hundred and fifty in his safe.

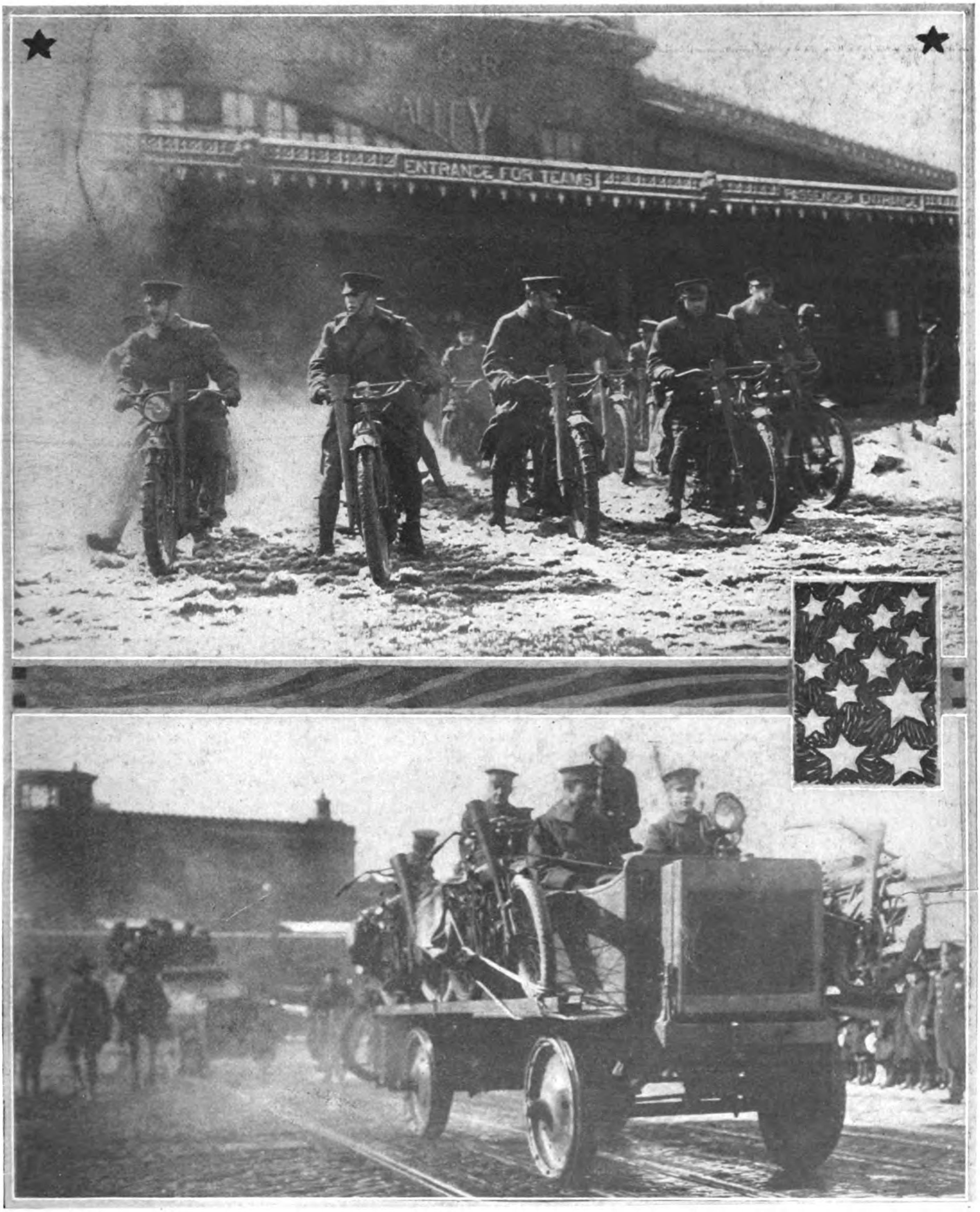
"Ten sharp tomorrow," says the Ike, as we head for the door.

"Don't worry, little one," is Pete's farewell. "We'll be there with bells on."

(To Be Continued Next Week)

Two More Slants at Preparedness From the New York Angle

First Motor Battery Riders Returning From Their Trip to Washington



These Boys and Their Machines Attracted More Attention Than Any Other Military Feature of the Inaugural Parade on March 5. The Machines that Were Out of Gasoline Were Sent from the Ferry to Headquarters on a Truck to Avoid Delay in Replenishing Tanks on Arrival Back in the Metropolis

The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN

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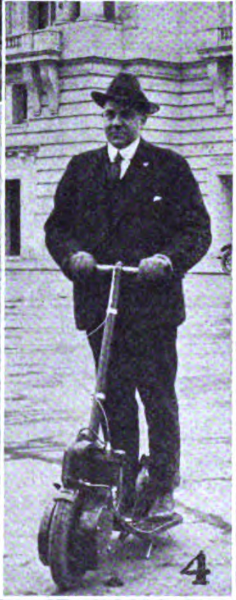
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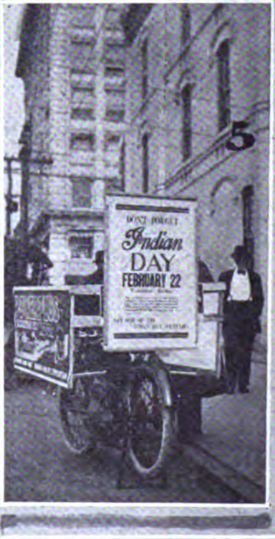

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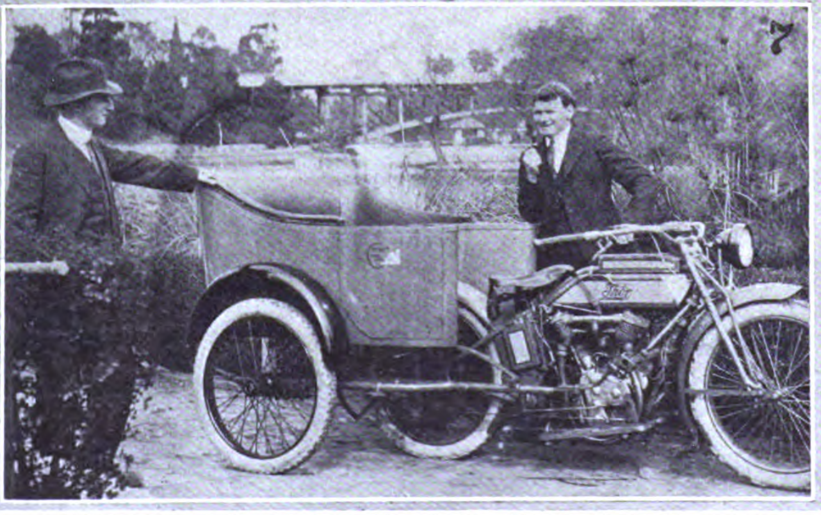
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REEL 1, Scene 1—With the military motorcycle men at Ft. Bliss, Tex. This pair of Indian mounted scouts are tearing up some sand.

Scene 2—A little snow-blanketed scenery from some Pennsylvania mountains showing an R.-S. with Rogers sidecar topping a stiff incline.

Scene 3—Mr. and Mrs. A. L. Turner, of Randolph, N. Y., Emblem motorcycle enthusiasts despite their three score years or thereabouts.

Scene 4—Geo. Koch demonstrating the Autoped in front of the Civic Auditorium, San Francisco.

Scene 5—Showing how W. F. Arey, Indian dealer at Salisbury, N. C., brought the Indian Day celebration to the attention of the populace.

Scene 6—Two four-cylinder enthusiasts from Quincy, Ill. They are Mr. and Mrs. Henry Masching. Masching is Henderson and Harley-Davidson agent.

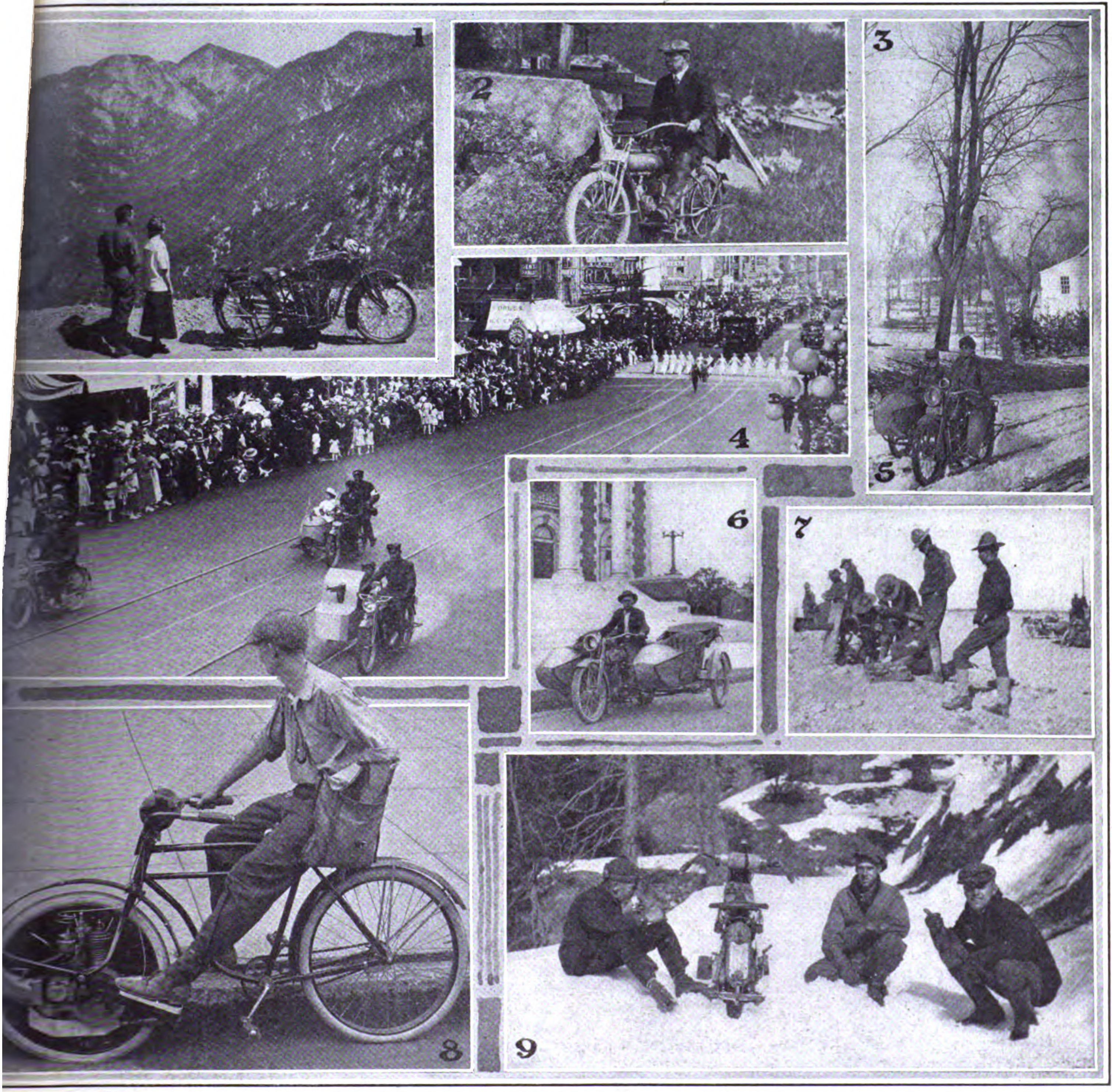
Scene 7—T. E. Berry, Thor Cygnet distributor for the coast, meets up with a prospect.

Scene 8—Glen Bencill, a collector for the Fresno, Cal., Gas Company, who uses a Harley-Davidson in his work.

Scene 9—When the Rochester riders staged their run of the season to Geneseo—a couple of sidecar combinations waiting for the stragglers.

Motorgraph

RESENTED IN TWO REELS ~ ~



REEL 2, Scene 1—Wild and barren mountainous country, but wonderfully beautiful. The location is California and the machine an Indian.

Scene 2—Proving that the Pope lightweight is equal to some sorts of cross country work. The rider is a factory man from Westfield, Mass.

Scene 3 and 5—This one impressed the artist so favorably that he numbered it twice. It is just a bit of a snow picture from Jersey, the machine being a Harley-Davidson.

Scene 4—A couple of Excelsior machine gun outfits and a Red Cross sidecar outfit which took part in a recent preparedness parade in one of the cities of the Middle West.

Scene 6—Roy Clanahan, Harley-Davidson salesman at Dallas, Tex., uses two sidecars on one machine for demonstrating.

Scene 7—Members of the motorcycle division of the First Motorcycle Co. of the United States Army setting up a Lewis machine gun.

Scene 8—A mail carrier of Dayton, who has adopted the Dayton motor bicycle as a ready and economcial means of transportation.

Scene 9—Messrs. Almond, Gustafsen and Stevens, all members of the Los Angeles M. C., snowbound on a run into the mountains.

Gypsy Tour Promotion Plans

Plans of the Educational Committee of M. and A. T. A. for Two-Day Motorcycle Holiday in Detail; Suggestions for Tourmasters and Other Officials

How to Undertake to Stage a Successful Two-Day Tour Program

GYPSY TOURS, June 16-17—what do they mean to you? To most of us, fellows, they are going to mean two days of the finest sport that Good Old Mother Earth can provide; we are looking forward to them with the keenest of enthusiasm and will be planning for them now right up until the moment the tour master for our particular division sounds the call that starts the happy crowd on its way.

A good bit of that planning has been done for us, however; that is for those of us who will be vested with the management of any one of the many separate tours which will be staged the country over on those two days. Just how to go about the organization of our particular unit, and the best means of gaining for the motorcycle and for ourselves all there is in the way of publicity and good times have been worked out by the Educational Committee of the Motorcycle and Allied Trades Association.

An Interesting Booklet

Some of the ideas are embodied in a little booklet entitled "Suggestions For Conducting National Gypsy Holiday Tours" which has been compiled by Chairman Lacy Crolius of that Committee as a direct result of a wide experience in handling tours of this sort. The booklet on which the final touches are now being put will be distributed to folks interested in the promotion of the Gypsy tours free of charge.

Some of the suggestions that are embodied in that booklet are as follows:

The Gypsy Day Tours are designed primarily for pleasure. Therefore it has been considered advisable to limit them to 100 miles a day. This will make it possible for even novices to cover the route without undue exertion. It is especially recommended that the best roads possible be chosen and as many small towns as possible visited. There should be a short stop in each town, to give stragglers who may have dropped out for repairs of various kinds time to catch up and again take their place in line.

Organization

There should be a tourmaster and two aides who will have general supervision of the tour. The riders should be divided into squads of ten with a captain and lieutenant to each. The tourmaster will lead the tour and the aides will ride with him or at the rear, as may be necessary to keep things going smoothly. The captain of each squad shall ride at the head of the squad and the lieutenant at the rear. Each rider shall be given a number, which should be worn attached to the back, so that the rider next in line may know what number is ahead of him. The tourmaster and aides will not have numbers but will have instead badges bearing the words "Tourmaster" or "Tourmaster's Aide," which they shall wear on their backs as the numbers are worn by the other riders.

Riding Order

Beginning with the captain of the first squad the riders shall be numbered 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, the captain being No. 1, and the lieutenant No. 10. The second squad shall be numbered 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, the captain being No. 11 and the lieutenant No. 20. The following companies shall be numbered according to the same system.

When the tour is under way each rider shall maintain his respective position according to his number. Should a rider drop out for any reason he shall not attempt to regain his position in the tour until the next stop, when he will take his proper place. The object of this rule is to prevent riders who have fallen behind from "beating it" past the other riders to get back into position.

On the road, riders shall keep at least 50 feet in the rear of the number ahead except in passing through cities where the tourmaster may order them to ride two abreast.

Open mufflers, disorderly and reckless riding, careless and unkempt clothing and any other conduct that detracts from the good appearance and impression the tour might make on spectators, should be discouraged. At the judgment of the tourmaster any rider may be disqualified from receiving the Gypsy Day trophy for the offenses stated above.

Checking Cards

Each rider shall have a checking card upon which shall be the morning, noon and night controls for each day. Before the tour starts on each day each rider shall see that the captain of his squad checks the card. Riders must also obtain the captain's check at noon and night controls. Should the captain drop out, the lieutenant shall perform his duties. These checking cards must be turned in to the tourmaster at the end of the tour and will constitute the evidence on which the Gypsy Day trophies are awarded.

As stated at the beginning, the Gypsy Day Tours are pleasure tours and nothing else. It is desired that as many sidecars as possible participate and that the time schedule be kept down to easy going even on good roads. No hard and fast rule is fixed for the speed because road conditions differ in different sections of the country, but it is urged that the schedules be so arranged that the riders can "load" along the road rather than be compelled to beat it. As no rider is permitted to head the tourmaster so long as that official is leading the tour, the good judgment of the tourmaster will control the speed of the tour.

The tourmaster shall give the signal for the start of the tour and each captain shall transmit it to his squad. No rider shall start before the signal is given.

On stopping in a town along the way or at a control the riders shall park their machines in the order of their numbers.

As there is sometimes a desire on the part of some of the riders to be at the head of the procession, it is suggested that the captains of the different squads draw lots for position. It is advised, however, that the sidecar divisions be placed in the rear. There is no necessity for the rear riders to be inconvenienced by the dust of those in front, for there is no contest involved. There is nothing to prevent riding far enough behind to avoid the dust. No one gets any special credit for getting to a town first. On the contrary, the rider who wilfully gets out of his proper place in the tour is in danger of being penalized for disorderly riding.

Co-operation

It is suggested that clubs and others promoting Gypsy Day Tours take notice of what is being done in adjacent towns so that tours can be arranged to cross wherever possible. If two clubs within 50 miles or so of each other arrange tours they may be able to fix the route to reach the same place for night control or for a noon control. This getting together of the riders from different cities will add to the pleasure of the tours.

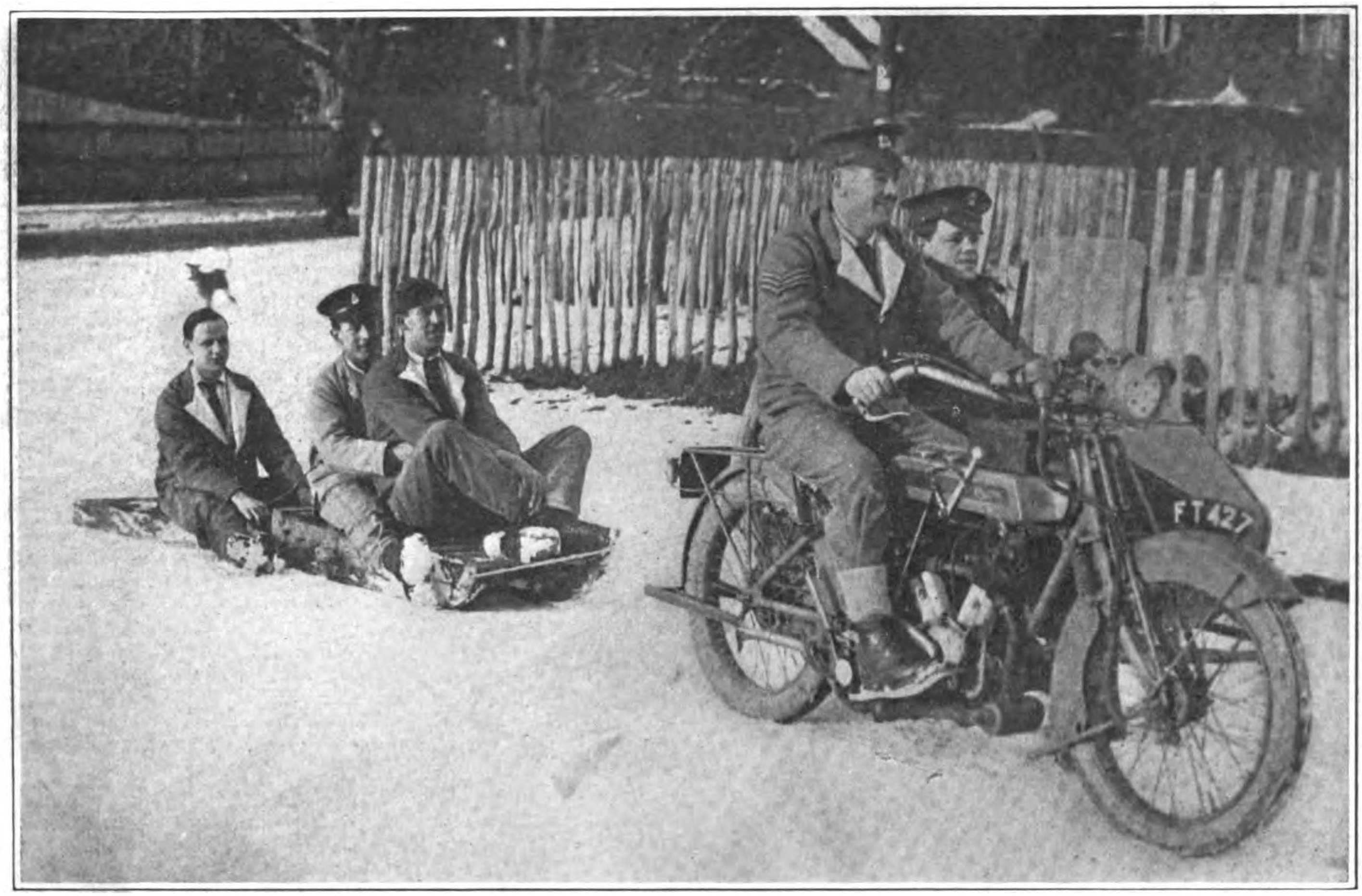
The promoters of this national tour day plan realize that trying to tell some of the local managers of tours how to secure publicity would be carrying coals to Newcastle. We have found it to be the experience of tour promoters in every town where social runs have been held that the newspapers would simply "eat up" stories and pictures about the event. A tour of this kind is something unusual. It contains a human interest appeal. That's news. The editors know this and want to make the most of it.

You may be able to induce the most enterprising paper, if there are more than one, to stand as sponsor for the local end of the Gypsy Day celebration and thereby reap the benefits of added prestige and circulation. The *Milwaukee Journal* has been doing this for four years. The results have more than repaid the owners of the paper.

The head of tour plans in each town will be sent newspaper stories for use in his locality by the national committee. But local news will get across better. Appoint one of your club members or other live motorcyclist, one who can operate a typewriter preferred, to handle the publicity

The Motorcycle Is Omnipresent in British Army System

Convalescent Tommies Enjoying a Sleigh Ride Behind a Clyno Combination



work. His local stuff can be supplemented by whatever is sent out from headquarters.

Pathfinding work is essential for the success of all tours. It is not necessary that a big party lay out the course, the fewer the better, but not less than two. The route can be laid out either by obtaining accurate speedometer readings of forks, cross roads, turns, prominent land marks, etc., or by marking the course with stencil and paint, pennants, signs or banners. While the marking system involves more time and work than taking speedometer readings, it is far more preferable for efficient results and minimum of complaints from the riders on being able to follow the people ahead.

In making preliminary arrangements over the route be sure and arrive at a definite understanding on price of meals, number to be accommodated and hotel rates. There have been tours where the hotel proprietors "double crossed" the pathfinding party by increasing the rates agreed upon. This not only caused embarrassment for the pathfinders but created bad feeling.

After once having laid out your route, don't change it, except for the most pressing circumstances. After you have gone over the course and told the people in towns to be visited about the coming tour, it is ill advised to disappoint them by leaving their town out of the schedule at the last minute. They will be looking for you with a great deal more real, live interest than you ever suspected.

One object of the pathfinding trip is to show towns that will be visited the advantages of having a large body of motorcyclists visit the place. Very often the result has been that entertainments have been planned for the visitors in different towns where stops were made. It is seldom that the local business men's organization is not eager to reciprocate by making the motorcyclists' stay in their town thoroughly enjoyable so that it lives in their memories when other tours are planned.

You will be surprised at the number of pleasant incidents that will crop out in connection with arranging for the tour, that will add to your program of entertainment and make it bigger and better than ever anticipated.

"HELP!" CRIES THE RIDER WHO IS CARELESS WITH MOUNT

Editor, **Motor Cycle Illustrated**:

I have been riding for nearly four years and have never met a rider on the road in trouble without trying to help him. Of course in motorcycling, like in every other sport, we must expect to find some poor sports. The speed boys are usually new riders and do not last long before they climb a tree or an auto. From this class a fellow need not expect assistance. I am glad to say that around Charleston we have a sociable bunch of good riders who take care of their machines and who are always ready to help you out if they can.

For my part I have been blessed with the absence of trouble on the road. It may be because I take care of my machine and manage each year to get a new model. Nearly all the boys I have run across with mechanical troubles are on machines that looked as if they might have been doing duty when Columbus came over. It is very seldom that you catch a 1915 or 16 model out of the game on the road.

About tire trouble. If the boys would invest in a box of patches and keep them in the kit, and not at home, it would add 100 per cent. to the pleasure of riding. Broken chains are no excuse for a fellow to sit on the side of the road and wait on some kind hearted fellow to come along with the required link. Why not boost for clean machines and then the boys would be able to notice a bad link or a loose nut, and all the little things which cause so much trouble on the road. No doubt, some of the readers will say, "That fellow bought his machine to look at and not to ride." Well, that is not the case, as my machine is on the go nearly all day and on Sundays a bunch of us always go out in the country for the day. My present machine, a 1917 Harley-Davidson, was bought on Dec. 17, and has covered a little over 5,000 miles. Some of the boys think that just as long as the engine makes a noise that the machine is in perfect condition. Every machine that has ever been invented requires some attention and just as soon as the boys realize that then they will begin to really enjoy the motorcycle.

M. S. WEBB.

Charleston, S. C.

A Dealer Hits the Rider Trail

Being the Experience of a Kansas General Store Man Who Became a Touring Enthusiast After Having Sold Motorcycles for Years, Ignorant of the Joys of the Sport

One Little Tour to Dodge City Race Changed His Whole Point of View

By G. C. BEATTY

"AND then I woke up."

Most of us when we reach that part of our dreams breathe a sigh of regret; in our dreams, perhaps, we've much that is denied us in real life, making the crossover from the land of the sub-conscious to that of realism a hardship. Something to be regretted rather than otherwise.

But in my case it was altogether different. I have been selling motorcycles, along with groceries, farm implements, hardware and a general line of goods for some years back. And to me the motorcycle meant no more than any of the other lines that are found in the replete stocks of Beatty & Son, Pleasanton, Kans.

Sell them? Sure we sold them, just as we sold a barrel of flour or a gang plow. The man who wanted a motorcycle came in and said so and we pointed to the machine and said, "Such and such is the price," and the deal was either consummated or it wasn't, according to how badly the fellow wanted the machine.

Then Came the Awakening

Then here last year came the awakening. That literature that the promoters scattered broadcast anent the Dodge City race was chiefly responsible for it. The pictures of the race that had been run and won the year before sort of got under my skin and I was bitten, so to speak, with a keen desire to head Dodge City-ward and see the coming race.

Well, there was nothing much to hold me. Dad was there to keep things moving at the store. Besides which there was a little vacation coming to me anyway. Accordingly I laid my plans so as to get away on Sunday, July 2, which I calculated would give me ample time to reach Dodge City on the morning of the fourth, which happened on a Tuesday.

And from the time I decided to go, my enthusiasm for motorcycling as a sport began to grow. Heretofore, it had been nothing but a hard and fast business proposition; half awakened it took on more and more of the aspect of the keenest of outdoor sports.

I did not get away on Sunday morning as I had planned. A customer—yes, a motorcycle prospect—interfered with that. He had the money to buy and all that was necessary to complete the deal was for me to promise to teach him how to ride on Sunday morning. It took till 11.30 to do it; but I made the sale and managed to throw a couple of clean shirts, a kodak, some underclothes and an extra pair of trousers in my bag and some luncheon into my stomach and start out by half after twelve.

I made Wichita that night, passing Iola, Eureka and Eldorado en route, and spent the evening loafing about town. Bright and early next morning I was up and in the saddle and on my way to Hutchinson. There sure was a muchness of sand between the two points; but even though it was the first sand riding I ever had done, I managed to pull through it without a fall. But it was the most exciting morning I have ever put in.

From Hutchinson I headed west through St. Johns and Kinsley, where I struck the Santa Fe Trail, which was simply lined with riders headed for Dodge City. I managed to scratch up an acquaintance with several of them and, fearing the worst, we phoned ahead to see if we could get rooms for the night. Not a bed to be had in Dodge City for love nor money, so we decided to go on to Spearville, put up for the night, and ride on into Dodge City in the morning.

The incessant thunder of passing motors woke me up next morning at daybreak and I took to the saddle, and, say, the fellow who has never experienced the sensation of rolling along the roads at sunup in the morning on a perfectly tuned motorcycle has missed a whole big slice of the "goodies" of life.

The race is past history. It came fully up to my expectations, and I have preserved a record of it on my Kodak films. But while I started out with the intention of riding to the racemeet and then riding back, those couple of days of free and easy touring appealed so much to me that when I got back to the hotel after the racemeet I began to figure on extending my trip.

Plans for a Visit

I have a sister located in Colorado Springs, Col.; a glance at the time table showed me that that was distant 356 miles from Dodge City. Yet as I sat on the edge of the bed and laid out my route on a borrowed road map, I promised myself that I would take tea with my sister next evening.

Up again at daybreak and on the road;

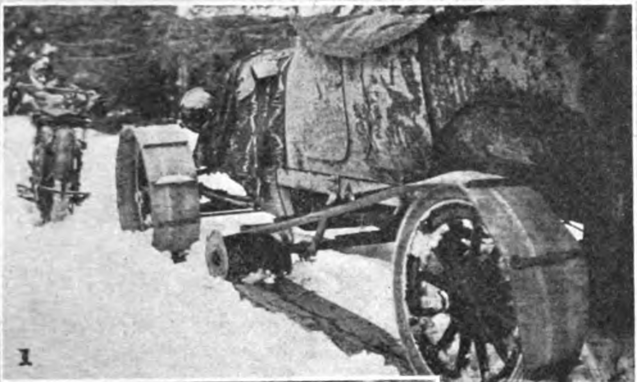
(Continued on page 21)

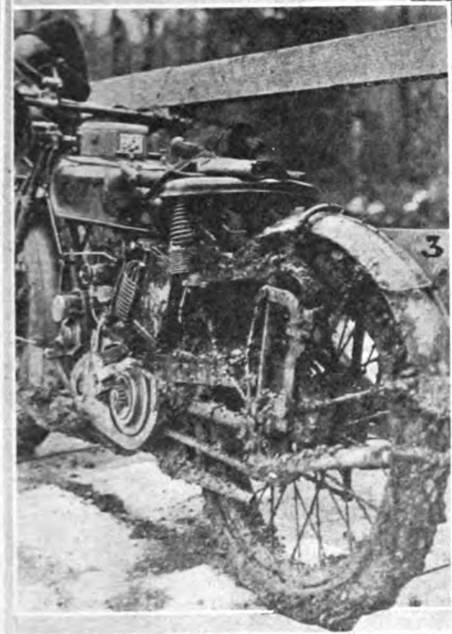
PIKES PEAK HIGHWAY

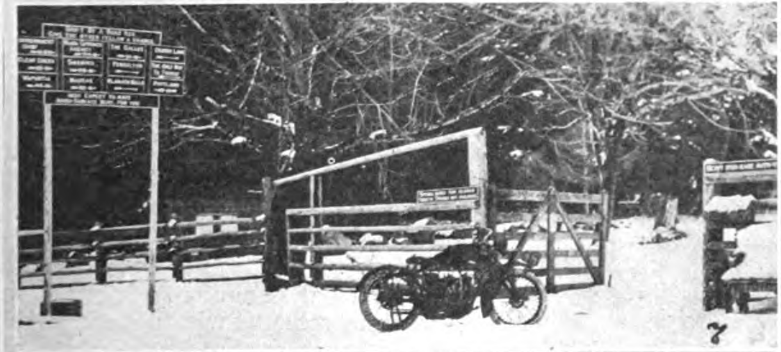
Mr. Beatty and His Machine, and at the Right the Entrance to the Pikes Peak Highway

Portland Rider's Midwinter Ascent of Mt. Hood

Story of Remarkable Trip Through Snow and Mud Told in Pictures







PORTLAND, Ore.—Edwin Carlson, of this city, established a new record when on Sunday, February 18, he landed his Powerplus Indian two miles above the Mt. Hood toll-gate, alone and without assistance of any kind. It is acknowledged that Carlson's machine is the first to reach the toll-gate in midwinter.

Leaving Portland at 10 a. m. Carlson fought sticky clay nearly to his hubs for six miles, in fact until the snowline was reached. Then he encountered two feet of snow. After leaving Sandy, Ore., the rider found mucilaginous clay that was next to impassable. In the deep snow Carlson passed a Dort motor car, which was driving on wide belts in an effort to reach Mt. Hood. The crew of the car was astounded when the motorcycle appeared. as the earliest previous trip of a two-wheeler to the toll-gate was in April, 1916.

Two miles beyond the toll-gate Carlson was forced to turn back because his supply of gas was getting low. The entire distance of 45 miles had been covered in three hours, in spite of a number of stops which were necessary to remove the mud which packed tightly between the wheels and mudguards.

The return trip was uneventful, except that in taking a different route Carlson was obliged to ford several streams. He also ran into a snowstorm, and was in danger of slipping over one of the ledges for a drop of several hundred feet into the canyon below. In spite of the fifty-seven kinds of difficulties encountered, Carlson reports that his only trouble throughout the trip was to keep the wheels sufficiently clear of mud to permit of their turning.

Photo No. 1 shows where Carlson passed the motor car. No. 2, Ready for the start of the trip. No. 3, Resting on a bridge after miles of soft clay. No. 4, A mile beyond the toll-gate, in two feet of snow. No. 5, The timber belt near Mt. Hood. No. 6, The Indian standing by itself in the clay near Sandy, Ore. No. 7, At the toll-gate. No. 8, Bed of a stream ridden by Carlson to avoid some of the deep snow.

Carlson, together with Henry Kurtz and Burgess Rice, last August established a new altitude record on Mt. Hood by riding up 9,200 feet.

EDITORIAL

By J. Leo Sauer

ONE WAY TO OVERCOME THE PRICE-CUTTING EVIL

THERE is only one possible pretext for price-cutting, namely, to induce a purchase that would not have been made at the regular catalogue price. But that pretext is not at all a good excuse for cutting the price, because it is an established fact that he who wants something will ninety-nine times out of one hundred buy it at the advertised price if he cannot get it for anything less. This is particularly true of a motorcycle, where a difference of $25 or $35 seldom, if ever, creates a new sale. If there were only one dealer in town, and he made ten sales at 10 per cent or 15 per cent off the list, he would have simply lost the difference on each side, for every purchaser would have paid the full price had the dealer insisted upon getting that to which he was entitled.

* * *

"But," says the dealer, "my competitor cuts prices, and forces me to do likewise." It's no problem to do business sensibly when competition is either absent or healthy, but there's no getting away from the fact that unfair and unbusinesslike competition constitutes a real difficulty. So, then, the situation in a nutshell is simply this: Every dealer will get list prices for his goods, and not a single sale will be lost in each community where the dealers are a unit for price maintenance. Since experience has amply demonstrated that persistent price-cutting means ruin for all, the remedy is the obvious and oft-repeated one, viz., that the dealers in each community come to an understanding with one another. But it must be the sort of an understanding that will mean something, not an agreement as easily broken as it is made.

* * *

Here's a suggestion for a simple, practicable, inexpensive and effective plan. Let all the dealers agree upon the appointment of a young public accountant, it being understood that he will examine the accounts of each dealer once a month, not for the purpose of making a complete audit, but simply to satisfy himself that on every sale the list price has been maintained. The accountant is to report nothing except price-cutting, and the penalty could very properly be the exact amount by which the price was cut, said sum to be paid into the Association. A young accountant would be willing to devote a half day to the books of each of a half-dozen dealers for about $25 a month, and in small communities for even less than that.

* * *

This scheme may be said to involve an element of suspicion and mistrust. We think not. The dealers entering into such an agreement intend either to keep or break it. If their intentions are of the latter sort then what's the use of getting together at all? If, on the other hand, they are really in earnest, then they will have nothing to fear from an audit of their books. Instead, the knowledge that such an audit will be made will help them to resist the temptation to cut prices, and that gives the plan its greatest value. What is more, it gives the weak-kneed dealer just the assurance he requires that his competitors are also maintaining prices. At all events, if a set of dealers were unable to agree upon a plan like this they certainly could not insure real price maintenance simply through a gentlemen's understanding. If they are agreed that the object is a desirable one, then why should they not adopt the most effective means for attaining that object?

* * *

To the best of our knowledge, this plan has not been tried by cycle dealers. However, if any of our readers consider it unfeasible, we would be pleased to learn why. We believe that where there was in evidence a genuine, deep-set determination to stop price-cutting, each dealer would be willing to put up some real money wherewith to guarantee his promise not to cut prices. This would also insure the payment of penalties should the auditor discover any infractions of the rule, and would help to prevent a dealer's withdrawal from the Association the first time he was penalized.

* * *

At $25 a month, the plan would cost an association of six dealers $300 a year, or only $50 per annum per dealer. Not only would this sum be returned to each dealer many fold, but the effect upon trade conditions would be worth considerable. Not only that, but after the erstwhile price-cutters had convinced themselves that it isn't so difficult, after all, to maintain prices, there would probably be no further necessity for making monthly audits. The new conditions would prove so acceptable to all that there would be no disposition to revert to the previous state of affairs.

* * *

If it were possible to get the figures, it would probably be ascertained that the motorcycle dealers of the United States are losing, through price-cutting, several hundred thousand dollars a year. It is our opinion that, if accessories were included, the losses would be found to exceed a million dollars annually, yet every cent of this sum can readily be saved for the folks chiefly interested in the continued prosperity of the motorcycle business; every cent of the wealth that is annually going to embarrass the motorcycle merchants who do not indulge in price cutting can be turned about to the ultimate benefit of the entire trade.

* * *

Practically every cent of this vast sum affects the profits of our dealers. Under the circumstances, who will question the necessity for radical measures for removing this very serious menace? And if the problem can be solved by means so simple as we propose, then what possible excuse is there for permitting the situation to grow any worse? We have proposed what we believe to be one very simple and easy way out of the difficulty. In what town will it first be given a fair trial?

J. L. Sauer

LATE NEWS

HOLLAND COMES HOME WINNER IN FIRST ANNUAL "NON-STOP" MUDFEST OF N. J. CLUB

One Lap of Water-Soaked, Thick Clayey Course of 20 Miles Put Dozen of 20 Starters Out of Running; Holland on Harley-Davidson the Only Finisher; Rules Altered at the Last Minute Saved the Situation

NEWARK, N. J., March 11.—Lincoln Holland, Jr., driving his 1916 Harley-Davidson outfit, with John Steele, Indian dealer in Paterson, N. J., as observer, drove, pushed, slid and splashed his way into first place to-day in the 100-mile "Mud Plug" of the New Jersey Motorcycle Club.

Orrie Steele handling a 1917 Indian outfit, with Frank Bagwell as observer, was running in second place on the last lap when tire trouble forced him to withdraw six miles from the finish. Only one other driver, Calvin R. Webber, of New York City, mounted on a 1917 Indian combination, reached the fifth lap of the 20-mile course.

The run was originally planned as a non-stop affair with a severe set of rules, but at a meeting held just before the start, the riders who had practised on the course asked for a modification of the rules, allowing motor stops and observers to assist to the extent of getting out of the sidecar each stop if necessary.

Wisdom of Change

The wisdom of this may be seen by the fact that Holland, the winner, stopped a dozen times, while Steele ran up a total of 27.

The course was severe in that it was for the greater part over clayey roads that were at their sofest, the frost coming out of the ground at this time of the year.

Holland made the 100 miles in the elapsed time of 9 hours 40 minutes, and his fastest lap was the first, when he plugged around in 1 hour and 20 minutes. Other fast laps were: Snyder, Indian, 1 hour and 21 minutes; Steele, 1 hour and 29 minutes. All of these show a running time of about 15 miles per hour, and it is remarkable under the conditions imposed on each contestant.

Score of Starters

In all 20 "mud-hounds" faced the starter, the field consisting of a dozen Indians, five Harley-Davidsons, 2 Hendersons and an Excelsior outfit.

Right from the start, on the outskirts of town, it was evident that the affair was to be no tea party (apologies to Hap Scherer), for the contestants dropped off the velvet less than a mile out into a newly opened street that seemed to have foundations in China. Then, just around the corner, about mile two, a large pool of water had accumulated, forcing all of the riders to go to sea, and it was only the far-sighted lads who had taped plugs and provided shields who escaped stalling in the centre of it from the effects of the bow wave. Then the route was over fair surfaces for a half mile or so until Hillside was reached; again the low-gear work, and the monotony was varied by plowing through red clay this time.

Four miles out the first check was passed up-grade on an oozy mud road, and here several contestants quit on the first lap.

The course wound round through the back country to Kenilworth, eight miles out, where another check was encountered on the brow at a sharp short rise that no contestant made without some assistance.

One more long mud-wallow of five miles to the next check at El Mora, 14 miles out, and a short stretch of soft roads beyond, and the riders had good roads for almost four and a half miles to the finish.

Twelve contestants withdrew on the first lap, three retired on the second and at the beginning of the fourth lap Snyder, Indian, withdrew, followed by Goerke, Indian. The contest had them simmered down to a three-cornered fight between Holland, Steele and Webber.

(Continued on page 33)

MOTOR BATTERY FORMING AT YONKERS

Planned to Make Unit Fostered by Patriotic Millionaire Biggest and Best of Its Kind; F. A. M. Co-operation

YONKERS, N. Y., March 13.—Through the patriotism of William B. Thompson, one of Yonkers' multi-millionaires, Yonkers is to have a motorcycle machine gun battery for use in any emergency threatening the city.

It is planned to make the battery the strongest single unit of its type in the country for the purpose. Leslie Southerland, former mayor of the city, has been asked to take charge and work up the details of the organization. Working with both Mr. Thompson, who is chairman of the Westchester County Commission of Public Safety, and with former Mayor Southerland, is George A. Ellis, State F. A. M. Commissioner.

Tentative plans call for the provision of 150 men mounted on 75 specially equipped motorcycles. These men will be subject to the call of either the State or Federal governments. The battery will further be provided with two motor trucks for transporting ammunition and supplies, each truck mounting a larger type of machine gun. Several of the motorcycles will be provided with side and rear cars equipped with rapid firers.

It is planned to recruit the entire unit from the city of Yonkers, and later to extend the organization to include units formed in various parts of Westchester County. Thompson has gone on record as being willing to bear the brunt of the financial burden entailed in organizing the battery.

MOTOR CYCLE ILLUSTRATED

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RAIN STOPS BAKERSFIELD CLIMB

BAKERSFIELD, Cal., March 12.—Inclement weather forced the postponement of the annual hill-climb of the Bakersfield M. C., which was to have been staged on Tice's hill yesterday. Weather conditions permitting, the contest will be run on March 25.

ALL SET FOR "NATIONAL CLEANUP WEEK"

Dealers Everywhere Ridding Their Shops of Used Machines and Fitments in Preparation for Event, March 26-31.

MARCH
26
TO
31
DUST
OIL
DIRT
GRIME

TAKE it from indications that have already reached the offices of **Motor Cycle Illustrated,** take it from any or all of the members of the Dealers' Committee of the Motorcycle and Allied Trades Association, take it from a fair proportion of the dealers themselves, "National Cleanup Week," which is the first definite accomplishment of the committee, is to be quite the biggest thing in the way of boosting the motorcycle business that has yet been started in the power driven two-wheeler field.

The dates for the renovation week, during which motorcycle dealers the country over will bend every effort to clean up their sales rooms; clean up their shops; clean up and dress their windows and make a clean sweep of things around the shop generally, have been set for March 26-31.

The committee is suggesting to dealers that the way to make a beginning is to start in right now and begin to dispose of used motorcycles, bicycles, parts and accessories so as to make room for new and clean stock before the riding and selling season actually opens up. With the old stuff out of the way, the matter of arranging the new stock so as to present a sales-alluring front is greatly simplified.

Some dealers have hopped right to that suggestion and have placed advertisements in local papers calling attention to "bargain sales" of the used machines and supplies and most of them report considerable progress. Several of the dealers, too, entering into the spirit of the occasion have begun now to alter, repaint and redecorate their shops, separating the sales rooms from the repair shop in readiness for the opening of "National Cleanup Week."

It is expected that with thousands of dealers bending every effort to render their establishments attractive the effect on motorcycle sales cannot be otherwise than beneficial while at the same time the public at large will be greatly impressed.

COLORADO BILL

Taxing Motor Vehicles by Weight Passes Lower House

DENVER, Colo., March 10.—The bill providing for the licensing of automobiles according to their weight and abolishing the present system of licensing based on horsepower rating of the motor vehicles last week passed in the house of representatives of the state legislature on second reading.

The bill purposes to establish a more equitable method of licensing motor vehicles than any other system now used, and has the indorsement of motor vehicle organizations and motorists generally.

DEALER HELPS IN GARGOYL

ROCHESTER, N. Y.—An unusually interesting issue of the Gargoyl, the house organ of the Vacuum Oil Co., is now being distributed to the trade. One of the features of the number is the explanation of the company's five broad-gauge advertising campaigns. The two center pages of the publication are given up to an impressive list of helps for Gargoyl Mobiloil dealers. There are 28 definite offers of assistance by the Vacuum company in the list of helps, and it is made very easy for the tradesmen to take advantage of the assistance offered them. A booklet on the "Correct Lubrication of Motorcycles" and a "Motorcycle Chart of Recommendations" are among the most valuable features offered by the company to the motorcycle dealer.

GOODRICH CANADIAN BRANCH

WINNIPEG, Man.—E. W. McCreery and S. T. Clark, factory representatives of the B. F. Goodrich Company, Akron, visited Winnipeg recently when they arranged for the establishment of a Goodrich and Diamond service station with Mr. Clarkson, whose place of business is on Hargrave street. It is announced that the Goodrich company contemplates the erection of a $100,000 branch factory in Canada in the near future to take care of a rapidly growing business.

DALLAS BRANCH FOR FIRESTONE

DALLAS, Tex.—R. J. Firestone of the Firestone Tire and Rubber Company announced that his company would soon begin the erection of a six-story building to cost $100,000 for the exclusive use of the Texas branch of the Firestone Company. Mr. Firestone has recently acquired a farm or 343 acres five miles south of Dallas.

SMITH HEADS STEWART-WARNER

CHICAGO, Ill., March 5.—C. B. Smith has been elected president of the Stewart-Warner Speedometer Corp. The vice-presidents are V. R. Bucklin, W. J. Zucker and T. T. Sullivan. Messrs. Zucker and Sullivan also serve, respectively, as secretary and treasurer.

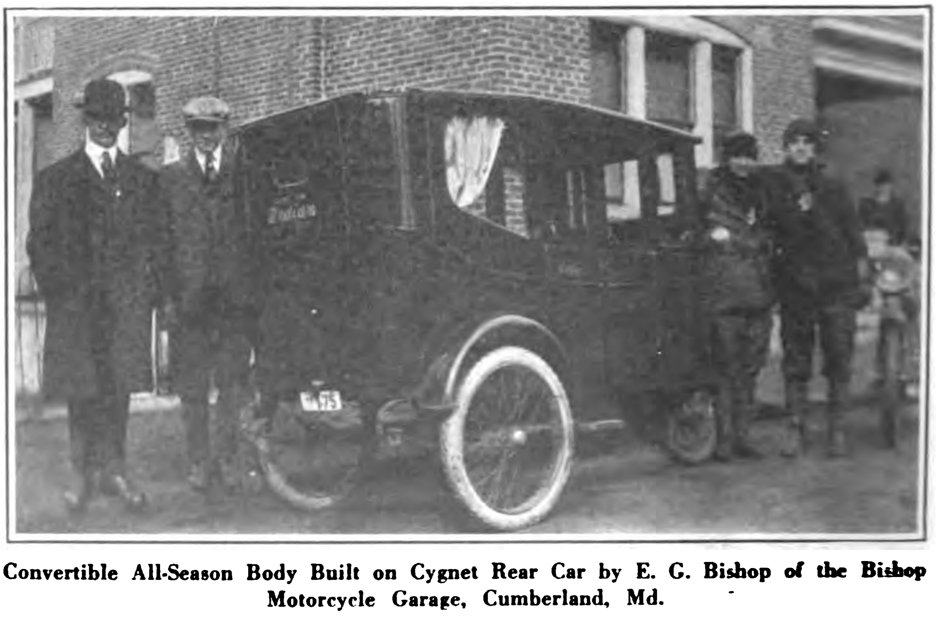
CLAFLIN GETS TWO CARLOADS

SALT LAKE CITY, Utah.—Lou Claflin, Utah distributor for Indian motorcycles, bicycles and sidecars, has just received two carloads of Indian products, each outfit being equipped with Goodyear Blue Streak tires. Claflin states that this shipment makes nine carloads in five years.

HENDERSON HOME DESTROYED

CLEVELAND, O.—Fire destroyed the new $75,000 home of Thomas W. Henderson, vice-president of the Winton Motor Car Co., and father of T. W. Henderson, of the Henderson Motorcycle Co., on the night of March 3. In the house at the time were five of Mr. Henderson's daughters and three children, all of whom escaped uninjured. Besides the loss on the building itself, some $25,000 worth of pictures, draperies and interior decorations were consumed in the conflagration.

NOW COMES THE MOTORCYCLE SEDAN



Convertible All-Season Body Built on Cygnet Rear Car by E. G. Bishop of the Bishop Motorcycle Garage, Cumberland, Md.

WESTCOTT ADVANCES

Succeeds Bartsch As Advertising Manager of Bosch Magneto Co.

NEW YORK, March 12.—Robert S. Wescott, who has been assistant advertising manager of the Bosch Magneto Co. for the past seven years, will immediately assume the managership of the company's advertising department, succeeding Alfred H. Bartsch.

As was announced exclusively in the March 8 number of **Motor Cycle Illustrated,** Mr. Bartsch has resigned from the Bosch Company's staff to join the McLain, Haddon, Simpers Co., advertising and merchandising specialists in Philadelphia and New York.

SEATTLE ENDURANCE

Mid-Summer Run to Spokane Being Planned; The Course

SEATTLE, Wash.—A mid-summer motorcycle endurance run will be staged to Spokane, Wash., this summer by the Seattle M. C. sometime during the month of June.

The course will extend over the Sunset highway via Ellensburg, Wenatchee and Waterville to Spokane and return to the Coast, a distance of more than 800 miles.

Much interest is being taken by the Spokane riders in this endurance run and it is probable the Spokane club will be revived and a number of the Inland Empire riders will participate.

GOODRICH AFFAIRS

Means Slated for Vice President; To Retire Preferred Stock

AKRON, O., March 12.—At the annual meeting of the stockholders of the B. F. Goodrich Co., which occurs this week, W. A. Means, at present treasurer, is slated for advancement to the post of vice-president. L. D. Brown has been called in from the First-Second National Bank of Akron to assume the post left vacant by Mr. Means.

Following the annual meeting a special meeting has been called for the purpose of authorizing a reduction of $900,000 in the preferred stock. This will make the total of preferred $26,400,000. The move is in line with the company's policy of retiring $900,000 worth of preferred yearly since its consolidation with the Diamond Rubber Company.

LOUISVILLE ITEMS

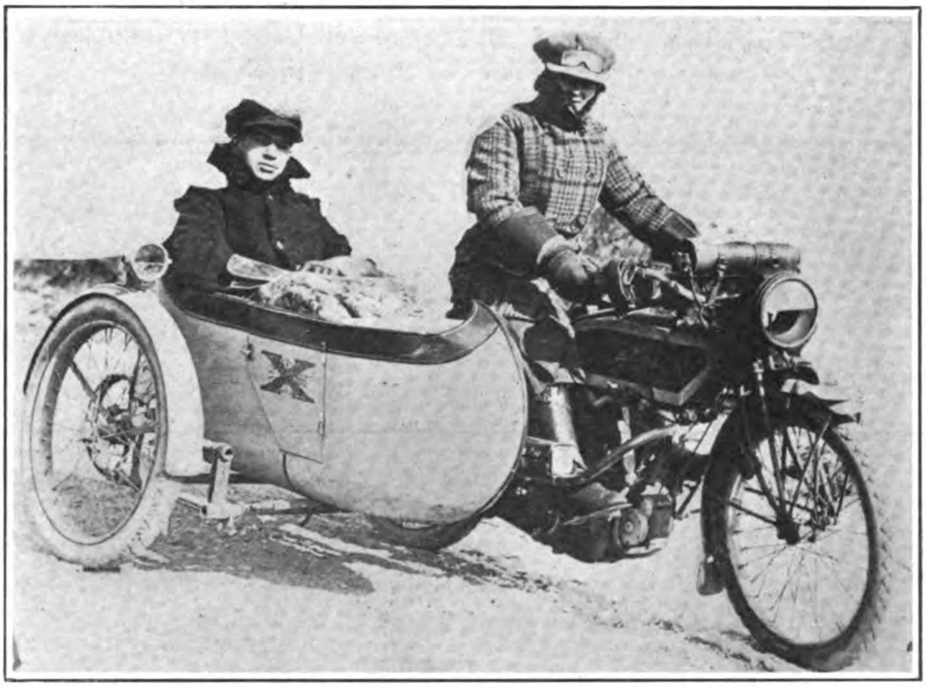
Many Dealers Move and Some Make Agency Changes; Business Good

LOUISVILLE, Ky., March 12.—A number of agency changes have been made in Louisville during the past few days.

R. L. Davis, who for a number of years has handled the Pope and Reading-Standard, has taken on the Excelsior, which was left open when Norbert Sandman took a position with the Louisville Gas & Electric Co.

The Pope lightweight has been added to the lines carried by Frank Marshall, manager of the Century Cycle Co., Indian headquarters. Marshall is carrying the full Indian line of motorcycles, bicycles, etc., and has also taken on the Dayton Motor Bicycle.

AND BELIEVE US, SHE CAN DRIVE!



Mrs. Harry G. Mason of Newark, N. J., Who Has Driven Her Excelsior and Sidecar for the Past Three Years. The Passenger is Harry, Jr.

A new branch bicycle shop has been opened by Clyde Berry, the Thor agent, the new shop being at First and Walnut streets, where Berry at one time operated his main store. Sam Hammock has been placed in charge of the branch. The branch is operated under the style Rex Bicycle Shop.

Jack Newland, who for several years was connected with the bicycle department of the Sutcliffe Company, is now with Frank Marshall, at the Century Cycle Co. Newland was under Marshall when the latter was at the head of the former Sutcliffe Indian agency.

ACTIVITY AT R-S PLANT

READING, Pa.—The Reading-Standard factory has been working to the top notch for the past few months. The factory has been turning out more machines than ever in the history of the company. Large shipments are being made daily through dealers throughout the country. The company is also enjoying a large business through the South American States, having booked many orders which will be shipped at regular intervals.

CRIST'S WONDERFUL PARTS STOCK

CHICAGO, Ill.—If the parts stock can be taken as an indication of a healthy state of trade, then R. C. Crist, who distributes Excelsiors for Cook County, and the Henderson for several States, must be well on the way to "millionairdom." Crist carries in stock no fewer than 200,000 parts for both makes of machines.

MONOGRAM OILS IN CHICAGO

CHICAGO, Ill.—The plant of the Thorp Oil & Specialty Co., 39th and Low avenues, has been acquired by the New York Lubricating Oil Co., makers of Monogram oils and greases. The Monogram folk will use the Thorp plant as a filling station, which will obviate the necessity for freighting Monogram oils in package lots from the east to fill the demands of the Middle West trade.

PROSPERITY OF U. S. RUBBER CO.

NEW YORK, March 12.—Sales by the United States Rubber Co., of which the United States Tire Co. is a subsidiary, amounted to $126,759,129 during 1916, the net income amounting to $10,398,195. The sales were 36 per cent. ahead of those for the year 1915.

A DEALER HITS THE RIDER TRAIL

(Continued from page 16)

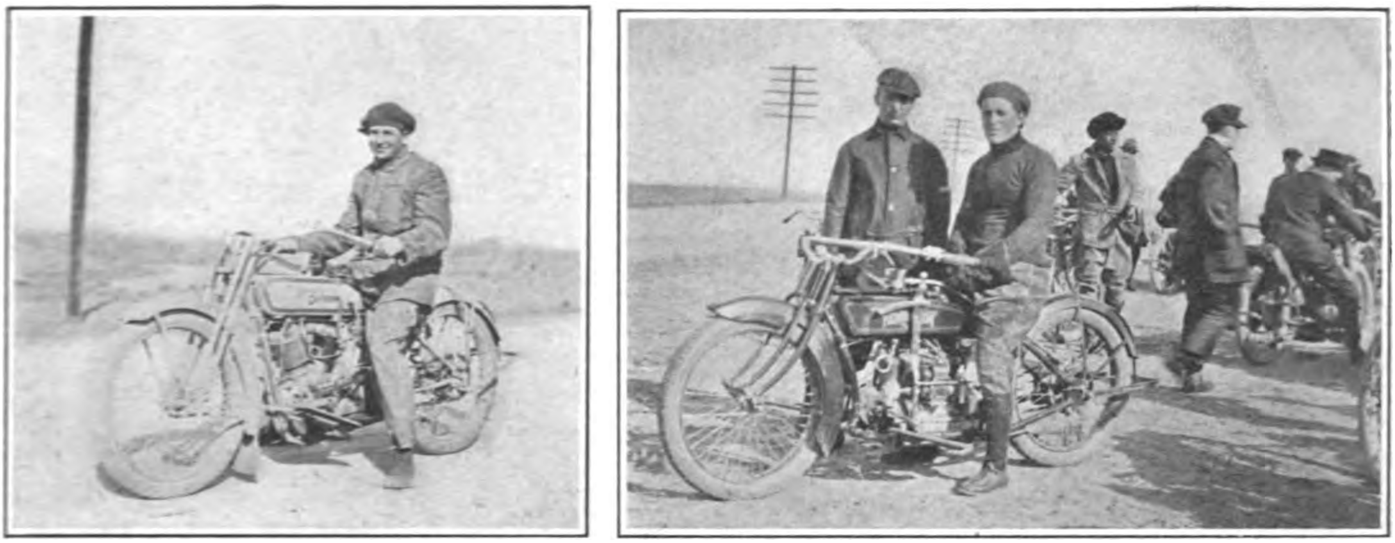
breakfast at Garden City, thence by Santa Fe Trail into Colorado. Luncheon at Lamar and in the afternoon Las Animas, La Junta and Pueblo were successively put behind me and I rode into Colorado Springs 11½ hours from the time I left Dodge City.

There was not a scenic point within 100 miles of Colorado Springs that I did not visit during my several days' stay, not excepting the run up to the top of Pikes Peak.

Back once again by another route, and at a slower pace, so that I enjoyed every inch of the travel and I determined that, after all, the slow pace is the better and more enjoyable for the tourist. I completed the 1,900-mile trip without a puncture and without the slightest trouble of any nature, and enjoyed every minute of it.

I was thoroughly awakened when I got back to Pleasanton; awakened to the real sport that attaches to motorcycle touring. That trip made of a more or less staid motorcycle dealer a full-fledged rider—yes, even more than that, a dyed-in-the-wool enthusiast.

DENVER INAUGURATES THE RACING SEASON



Frank Kunce, Harley-Davidson, and Happy Lytle, Henderson, Who Opened Denver's Competition Season with a Match Road Race

DENVER, Colo., March 10.—The first local motorcycle event of the season has already passed into history. Last week Walter W. Whiting, State distributer for the Harley-Davidson machine, and "Happy" Lytle, owner of a motorcycle repair shop and well-known rider in these parts, got together and staged three races on the Brighton road, near Denver. The events grew out of friendly rivalry and a large crowd turned out to witness the affair.

The first event was a solo match race and was won by Frank Kunce on a Harley-Davidson machine. Kunce was hard pressed all the way by Lytle, who rode a Henderson. The event was run over a two-mile straightaway.

The other two races were sidecar events. After finishing the first race Lytle attached a sidecar to his machine and was ready for another spin along the two-mile stretch. Vanderhoof, a Denver rider, went in against him and succeeded in winning the race, with a few yards to spare. Vanderhoof used a Harley-Davidson machine.

The next race was also a sidecar race between the same riders, and Vanderhoof again showed home the winner.

JOHNS' LIGHT

Brilliant Burners Helped Him Break Record; Go Strong in West

SPENCER, Ohio.—Word has just been received that brilliant burners, manufactured by the Monosmith Brothers Co., of this place, were a part of the equipment of the 1917 Indian sidecar outfit used in making the new world's 24-hour sidecar record.

Don Johns, who established the new record, finishing at Los Angeles, with Ralph Sullivan as sidecar passenger, reports perfect performance with their gas lighting equipment during the hours of darkness which he rode.

Brilliant burners are making a hit in the west, especially where a strong light is needed which is dependable enough to stand the gaff of hard riding. At least thirteen of the forty starters in the San Francisco-Los Angeles endurance run, staged early in December, were equipped with Brilliant burners. That Brilliant burners showed up at the finish with a number of the "thousand pointers" is significant of the fact that "electric Brilliancy with Prest-O-Lite reliability" plays no small part in the success of contestants in such events.

TEXAS TIRE OPENS IN GALVESTON

GALVESTON, Tex.—The Texas Tire and Rubber Co. is the name of a new tire concern that has opened a store in Galveston. Henry E. Motl, formerly with the Atlas Tire Company of Houston, is manager. The new store is located at 2326½ Postoffice street, and will carry a full line of automobile, motorcycle and bicycle tires. Particular attention will also be given to repairing tires of all kinds.

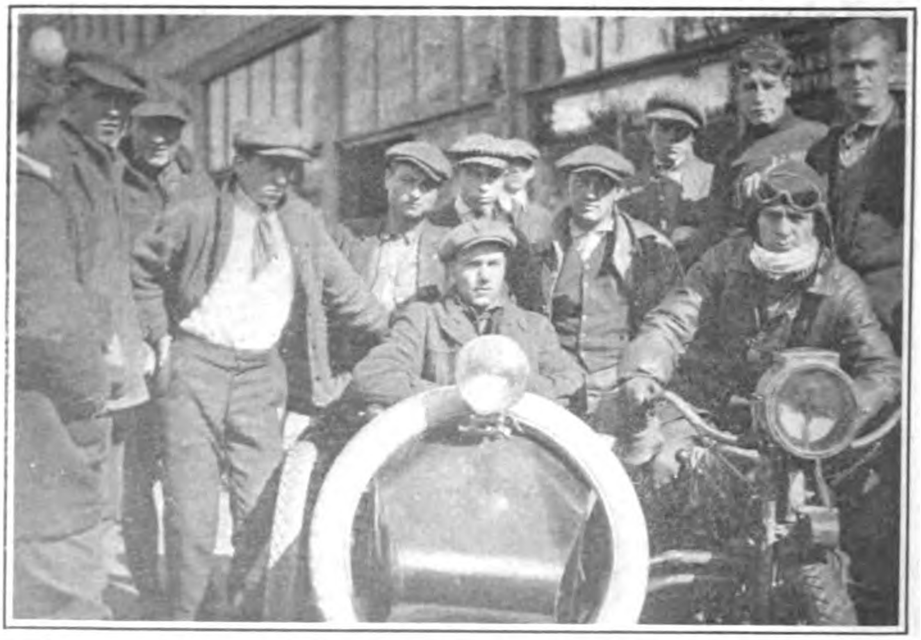
ONE CLEAN SCORE

Henderson Rider Is Only One to Finish With 1,000 Points in Vallejo Run

VALLEJO, Cal., March 12.—Participants in the 285-mile reliability run of the Vallejo M. C. are still talking of the mud through which they were called upon to plug for a good deal of the distance. Six machines were entered for the trial and five started, four Indians, one Harley-Davidson with sidecar and one two-speed 1916 Henderson.

The first checking station was at Dixon, and four machines reached that point with clean scores. The next station was located at Napa, and from that point on only two machines were left in the contest, the Harley-Davidson and Henderson outfits still retaining perfect scores. The Henderson finished with 1,000 points, and the Harley-Davidson was 20 minutes late.

ALL HANDS OUT TO CHEER THE RECORD-BREAKER



Don Johns Encircled by a Crowd of Admirers Just After He Had Set the 24-Hour Sidecar Record at 797 Miles with His Indian Combination

COMMERCIAL BOOKLETS

Harley-Davidson Company Issues Two for Dealers' Use.

MILWAUKEE, Wis.—The Harley-Davidson Motor Co. has issued two pieces of literature designed to aid dealers in cultivating sales in commercial fields.

"How Efficient Service Can Be Economically Rendered" is the title of one booklet, which outlines the value of the motorcycle for corporation use. Public service is the keynote and it is pointed out how various large gas, electric and telephone companies throughout the country are utilizing the advertising possibilities of motorcycle equipment to give their customers a definite appreciation of the term public service.

In Municipal Use

The other monograph concerns the motorcycle in municipal use and is labelled "Stop." In it are shown the efficient service being rendered by the motorcycle to police departments, fire departments, fire prevention departments, health departments, water departments, highway maintenance departments, municipal gas plants, municipal electric plants, meter readers, collectors, weights and measures inspectors, building inspectors, park departments, municipal research departments, municipal purchasing departments, municipal tax assessors departments and municipal engineers departments. Both booklets are elaborately illustrated.

AUCTION MACHINES

Twenty-six Recovered from Sunken Steamer Bring $3,470

BROOKLYN, N. Y., March 10.—Twenty-six Indian motorcycles of all models and two Indian sidecars, a consignment of machines for Spain which went down in New York harbor when the crew opened the sea-cocks on the burning steamer, Isla de Panay, brought a total of $3,470 at auction yesterday.

The machines had been under water for some 15 days, and while they had been well greased up in preparation for the sea voyage they were much the worse for rust. Under the circumstances the prices were phenomenal.. The figures average $130.77 for each motorcycle, and $37.50 for each sidecar. The lowest price was $85 for one of the new Light Twins and the highest $275 for one of the latest Power Plus spring frame, electrically equipped models. The machines were without tires.

ENGRAVING TALK FOR TIRE MEN

AKRON, O., March 12.—Additional evidence of the thoroughness with which the Firestone organization approaches its tasks was given at a meeting a few nights ago in the Firestone clubhouse, at which the Advertising Club, made up of staff specialists, listened to an address on modern engraving methods by C. A. Himmelman, a former resident of Akron, who is now connected with the E. S. Schulte Printing Co., of Cleveland. The speaker gave much credit to the big rubber companies for the part they have played in the development of high class photo-engraving work.

GOODYEAR TIRE NEWS

AKRON, O., March 12.—Considerable space is devoted to motorcycles and bicycles in the February number of the Goodyear *Tire News*, which is now being distributed to the trade. The cycle section embodies the usual number of helpful sales hints for dealers, treats of some recent motorcycle accomplishments on Goodyear tires and tells of the company's plans for making its 1917 campaign a record-breaker. One of the most interesting departments for the dealer is devoted to practical vulcanizing hints.

A LOYAL CYCLIST

Lafayette, Ind., Rider Dates His Enthusiasm Back to the High-Wheeler

LAFAYETTE, Ind., March 12.—Although actively interested on the boards of various corporations, N. M. Belding, Jr., president of the Belding Brothers Co., is a motorcycle enthusiast. Mr. Belding uses a Harley-Davidson, and is seen almost daily in the saddle. His enthusiasm for the two-wheeler dates back to 1881, when he started riding one of the old 52-inch "roadsters," or high wheels.

Mr. Belding had piled up a record of 20,000 miles before the modern bicycle came into existence. He is a charter member of the Leaugue of American Wheelmen, and for three years was New York State Counsel. He began riding motorcycles in 1912, and has not missed a season since buying his first machine.

NEW TRAVELER FOR GROSSMAN

BROOKLYN, N. Y., March 12.—Announcement is made by the Emil Grossman Mfg. Corp., producers of Red Head spark plugs and Ever Good motor accessories, that J. M. Witters has been added to the organization. Mr. Witters will tell the story of Grossman products to the manufacturers in the Middle West. He has been actively identified with manufacturing interests for the past ten years, and is well liked and thoroughly acquainted in the field of his new duties.

BRICTSON MOVES TO OMAHA

BROOKINGS, S. Dak.—The Brictson Mfg. Co., maker of Brictson steel studded leather treads for pneumatic tires, has moved to Omaha, Neb. At the same time the Brictson folk have broadened out and entered the tire producing field with a line of standard tires, both in plain and non-skid treads.

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Our Selling Helps for

THE HARLEY-DAVIDSON Motor Company has never left a stone unturned in trying to help Harley-Davidson dealers get all the business possible. It is our belief that the selling helps Harley-Davidson dealers are getting enable them to secure a great deal more than their proportionate share of the motorcycle business in their locality.

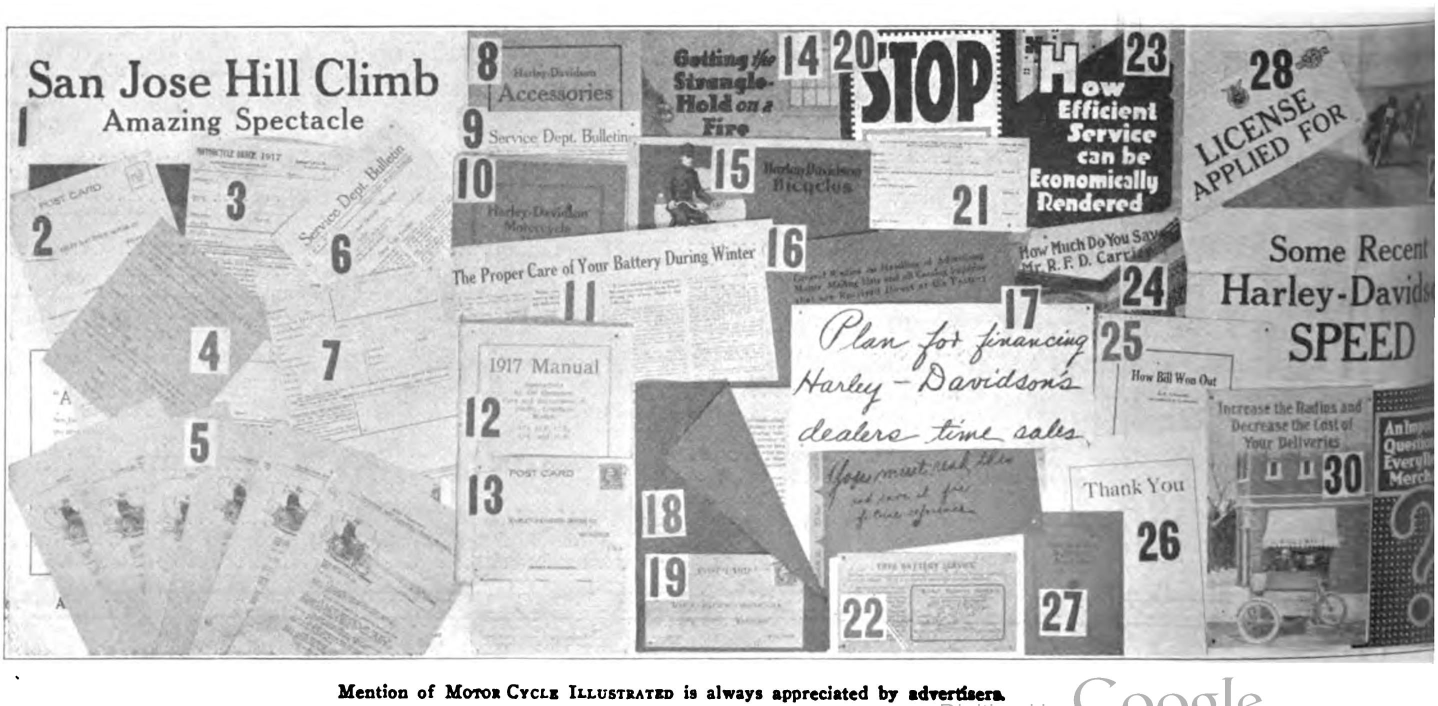
The illustration below in a rough way gives an idea of the sort of selling assistance Harley-Davidson dealers have received this year. Some of the booklets shown are now out of print, having been replaced by even more effective material and more and more good, strong literature is being produced and sent out from week to week.

On the page to the right we have tried to outline briefly the selling helps illustrated below.

Of course the greatest help of all is the powerful Harley-Davidson national advertising, which is bringing thousands of live prospects into the dealers' stores this year.

The expressions "selling assistance," "selling helps" and "dealer helps" have been so overworked that it is hard to tell in printed words what the Harley-Davidson organization is doing for its dealers, but it will pay anyone interested in our selling proposition to get in touch with us. The Harley-Davidson organization is doing constructive work of the highest order to help its dealers actually increase their business from month to month, and dealers tell us that this work is producing results.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.


San Jose Hill Climb
1
Amazing Spectacle
2
3
Service Dept. Bulletin
6
4
7
5
8
Accessories
9
Service Dept. Bulletin
10
Harley-Davidson Motorcycle
The Proper Care of Your Battery During Winter
11
1917 Manual
12
13
Getting the Strangle-Hold on a Fire
14
15
Harley-Davidson Bicycles
16
20
STOP
21
How Efficient Service can be Economically Rendered
23
How Much Do You Save Mr. R. F. D. Carrier
24
17
Plan for financing Harley-Davidson's dealers time sales
You must read this and save it for future reference
18
19
22
27
25
How Bill Won Out
Thank You
26
28
LICENSE APPLIED FOR
Some Recent Harley-David
SPEED
Increase the Radius and Decrease the Cost of Your Deliveries
30

arley-Davidson Dealers

1 Attractive window pictorials are sent to Harley-Davidson dealers every two weeks or so.
2 Three-piece postcard, comprising registration card sent to factory, duplicate card for the dealer, and owner's memorandum and guarantee.
3 Motorcycle order blank.
4 Postcard to enable bicycle prospect to get in touch with his dealer or the factory.
5 Series of sample form letters supplied to dealers for interesting commercial prospects.
6 One of many service department bulletins sent out during the season to help Harley-Davidson dealers render the most efficient possible service to riders. A substantial binder is furnished without cost to keep these bulletins together.
7 Inquiry cards sent to advise dealer of prospects in his locality. Designed to be used by dealer in card index file.
8 The very complete Harley-Davidson accessory catalog for dealers, which lists what is probably the most complete line of quality motorcycle accessories, supplies, etc., handled by any one firm in this country.
9 Another service department bulletin.
10 Harley-Davidson motorcycle spare parts catalog for dealers, so arranged that dealer can readily find what he wants and order it without confusion.
11 Still another service department bulletin.
12 1917 Harley-Davidson manual covering the care and operation of the Harley-Davidson. A book of 104 pages, supplied without cost to each 1917 Harley-Davidson owner. The largest and most complete manual ever published by any motorcycle manufacturer.
13 Postcard for convenience of dealer in keeping track of prospects.
14 Effective folder for use of dealers in going after fire department business.
15 Harley-Davidson bicycle catalog.
16 Complete explanation of the Harley-Davidson method of handling inquiries reaching the factory.
17 The elaborate plan for financing Harley-Davidson dealers' time payment sales. By far the best plan being used by motorcycle dealers.
18 Thumb indexed loose leaf binder containing sales arguments supplied to dealers for assistance in landing various kinds of sales.
19 Stamped return postcard sent to bicycle inquiries.
20 Folder sent to police departments to help dealers secure police business.
21 Follow-up card dealer uses to send names of commercial prospects to factory for circularizing.
22 Free battery service card enabling Harley-Davidson owners to secure 12 months' battery service at any Exide station without cost.
23 Circular providing a powerful appeal to retail dealers for economical deliveries by motorcycle.
24 Booklet Harley-Davidson dealers used to good advantage in securing R. F. D. Carrier business.
25 Another piece of powerful selling literature designed to secure R. F. D. business.
26 Neat printed acknowledgment sent to parties writing to factory for catalog.
27 Folder outlining in detail the trade acceptance plan being used by dealers selling Harley-Davidson bicycles.
28 "License Applied For" card to be used by new Harley-Davidson riders until their license number plate arrives.
29 Another attractive Harley-Davidson window pictorial.
30 A booklet which proved effective in helping dealers to secure commercial business.
31 Another booklet giving among other things the exact cost of operating motorcycles in commercial work.
32 Advance information sent to all Harley-Davidson owners at the opening of the 1917 season, describing in detail improvements in the 1917 models.
33 Advance catalog used by Harley-Davidson dealers at the beginning of the season. Distributed at shows, etc.
34 Electrotype sheet listing all electrotypes supplied to dealers.
35 Directions for setting up and attaching sidecar and sidevan.
36 Announcement of Harley-Davidson bicycles, sent to dealers for window display purposes.
37 Special service bulletin.
38 The Harley-Davidson Enthusiast, the little magazine published now and then for the benefit of Harley-Davidson riders. This contains interesting and instructive information enabling riders to get the very best service from their Harley-Davidson mounts.
39 Harley-Davidson general catalog. This is printed in three editions, the American, Spanish and English.
40 Folder outlining in detail the now well-known Harley-Davidson system of accounting for motorcycle dealers.
41 Circular used in Latin American department.
42 Suggestions for motorcycle tourists, including valuable hints for selecting camping equipment. Supplied without cost to those contemplating motorcycle trips.
43 A folder recently supplied to Harley-Davidson dealers in Latin America.
44 Circular describing Harley-Davidson pin which is presented to all Harley-Davidson owners when registration card is received at factory.
45 Envelope insert telling of the Harley-Davidson bicycle line.
46 Service bulletin giving detailed directions for timing Harley-Davidson motors.
47 Circular designed to interest sidecar prospects.
48 Another of the window pictorials.
49 Bicycle order blank.
50 Replacement tag supplied to permit expeditious handling of adjustments.
51 Sidecar order blank.
52 and 53 Reply blanks furnished dealers at cost for use in circularizing commercial prospects.
54 and 55 Return postcards supplied at cost for use in going after commercial business.

POWER AND SPEED
34 1917 Advertising Electrotypes
Order All Cuts by Number
35
36
—and Now a Harley-Davidson Bicycle
37
38
The Harley-Davidson Enthusiast
39
40
Harley-Davidson System of Accounting for Motorcycle Dealers
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Lo Que Dice La Harley-Davidson Y Que Nadie Mas Puede Decir
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Bicycle Order 1917
Varied Uses of the Motorcycle
In Warfare or Peaceful Pursuits
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Sidecar Order 1917
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55

Doings of the Clubs

DATES FOR OMAHA HILL-CLIMB AND RUN

Climb Set for April 15 on Secret Hill; May 30 for Run With Course Undecided; Big Season Ahead

OMAHA, Neb., March 5.—The Omaha M. C. plans to provide some interesting events for the coming riding season. The first of these events is a big hill climb to be held April 15, with April 22 for a rain date.

The arrangements for the climb are in charge of Ross Dristy, road captain, who states that the hill for the climb will be kept secret until the day of the event and that only stock machines will be permitted to enter. The hill will be steep and long enough to force the best machines and riders to the limit in climbing it.

Another event that bids fair to awaken considerable interest in this part of the country is the club's second annual endurance run to be held Decoration Day, May 30. Choice of three runs is to be made soon. The runs offered are as follows: Omaha to Yankton, South Dakota, and return by way of Sioux City, Ia., about 300 miles. Omaha to Des Moines, Iowa, and return, about 325 miles. Omaha to Hastings, Nebraska, and return via Lincoln, Nebraska, about 350 miles. The Omaha to Yankton, South Dakota, run seems to be the most popular among the club members and no doubt will be chosen. The route will cross or enter three states and four large cities. A cup will be offered to the winner of the run with prizes for all who place. Details and rules regarding this run will be announced later.

In order to stimulate interest in the various events that are to be held in Omaha this summer the board of directors of the Omaha M. C. has decided to offer a solid gold medal to the rider scoring the highest possible number of points in the various competitive events to be held under the direction of the club. This will entitle the winner to be called the Champion Motorcycle Rider of Omaha, and will be engraved with this title and the name of the winner. The medal will be a costly affair well worth the effort necessary to win it. With the various events under headway together with a number of runs and short tours, everything points to the most successful season the Omaha M. C. has ever experienced.

GIRARD REORGANIZES

Philadelphia Club Becomes Quaker City M. C.; Bittner President

PHILADELPHIA, Pa., March 5.—The Girard M. C. has undergone a reorganization and emerged from the process under the style Quaker City M. C. Edward Kniley has been elected president, with these fellow officers: Charles Bittner, vice-president; Max Bagdon, secretary; David Miller, treasurer; William Arthurs, road captain; Ike Fisher, first lieutenant; Ernest Eekes, second lieutenant.

The club plans to stage at least two social events in each month, the first Tuesday of each month being set aside as a social night at the clubrooms. A secret time run to Atlantic City is planned for the early spring.

WHEELING "RE-BY-LAWS"

West Virginia Club Increases Initiation Fee—"First Aid" Drill Coming

WHEELING, W. Va.—For the purpose of putting the Wheeling M. C. on a better footing financially, at the regular meeting on February 28, the by-laws of the body is revamped, increasing the initiating fee from $1 to $2. The new ruling, however, is held in abeyance until after April 15. In the meantime a most energetic membership campaign will be conducted.

J. Landon Bier was re-elected to the presidency, while the list of officers was completed as follows: Vice-president, H. A. Brady; secretary, Frank Hediger; treasurer, J. Wiedner. The officers of the line remain unchanged.

A racing committee, comprising J. L. Bier, chairman; H. A. Brady, Paul Dangel, William McElwain, J. Wiedner, D. H. Michels, Carl Sells and Frank Hediger, was appointed, and immediately a special meeting was held to outline a racing program for the coming season. Six new members were taken into the club following the regular business meeting.

Captain Charles Maders, who heads the motorcycle squad, has issued a call for all members to report for drill on Sunday, April 5. It will be a "first-aid-to-the-wounded" drill, showing how motorcycles and sidecars can best be used for service in carrying the wounded, and also the proper methods of binding and treating wounds. The drill will be held at Belle Isle Beach.

ROCHESTER SPORT

Rochow and Ash Working for Good of Cause; Club Maybe?

ROCHESTER, N. Y., March 12.—Arthur Rochow, of the Wagner-Dolph Co., and Grover C. Ash, **Motorcycle Illustrated's** local correspondent, have taken it upon themselves to stimulate an unprecedented amount of interest in motorcycles in and around Rochester; and the plan is meeting with whole hearted success.

While no definite action has been taken on that matter as yet, it is expected that within the next few weeks at least, plans will be launched for the formation of a new Rochester M. C., and the aid of the dealers and riders in the vicinity of the Flower City to this end is solicited.

ST. JOSEPH M. C. REORGANIZES

ST. JOSEPH, Mo.—At a recent meeting the St. Joseph M. C. was reorganized with the following officers: Richard Seward, president; Scott King, vice-president; Harry England, secretary and treasurer, and Elmer Young, road captain. A committee, of which John Maier is captain, was appointed to arrange for a 125-mile endurance run in April.

PROVIDENCE M. C. FISHING CONTEST

PROVIDENCE, R. I., March 12.—John G. Edwards, secretary for B. A. Swenson, has begun the work of outlining details for a fishing contest to be held this spring and summer under the auspices of the Providence M. C. John says that suitable prizes will be awarded for the winners, who will be picked from a list of entrants participating on a point basis. Each classification of the fish family will be accredited with different points.

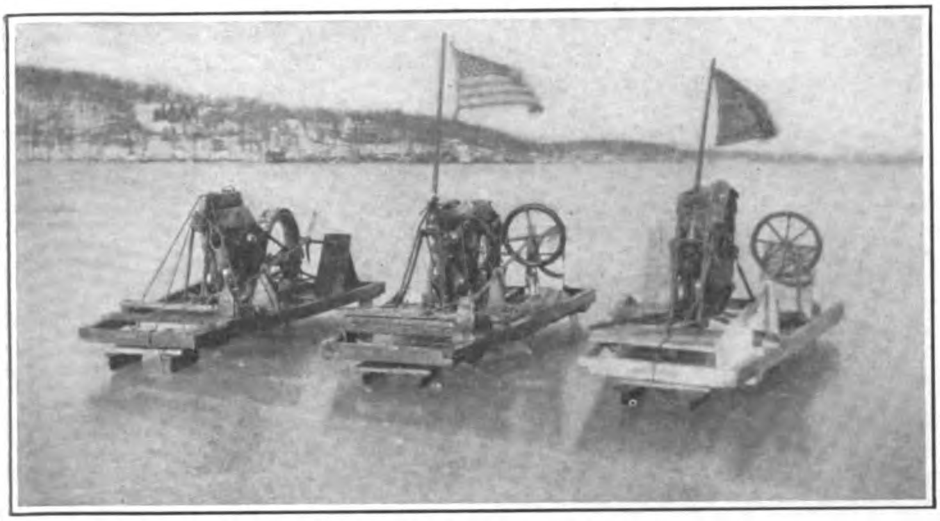
WHEELING GIRLS MASQUERADE

WHEELING, W. Va.—Miss Stella Rothermund entertained members of the Ladies' Aid Society of the Wheeling M. C. at a masquerade party at her home here on Friday evening, February 23. The affair was a whole-hearted success.

HOW YOUNG AMERICA FEELS ABOUT PREPAREDNESS

Dayton Motorcycle and Gun Outfit of First Naval Battalion, New York, as It Appeared, With a Squad of Mascots, in a Recent Parade

THREE SPEEDY OUTFITS ON LAKE HOPATCONG



This Photo, by Stewart Fritts, Jr., Shows How Dover, N. J., Motorcyclists Make Their Powerplants Give Them the Thrills of Ice-Boating

AUSPICIOUS OPENING FOR MILWAUKEE SHOW

Preparedness Theme With Flag Unfurling Climax; Plans May Be Adopted for National Exhibits

MILWAUKEE, Wis.—The Milwaukee Motor Power Show, which is to be staged under the auspices of the Milwaukee M. C. in the Auditorium, March 21-24, will be opened with an auspicious preparedness display. Three companies of marines from the Great Lakes Naval Training Station, headed by a 50-piece band, will lend color to the occasion. The climax will come when the unfurling of a mammoth American flag, which will shower from its folds thousands of tiny flags as souvenirs.

That the Milwaukee show will have a bearing on the methods of conducting future national motorcycle shows was indicated in the discussion held by the trade men who attended the meeting of the honorary and advisory board, which rounded out the program for the affair. The idea of making it a motor power show, thereby bringing in manufacturers of motor vehicles and motor equipment other than automobiles was looked upon with great favor as a means of attracting a class of people not now interested in the two-wheeler sport.

The meeting was attended by C. B. O'Hare, sales manager for the Thor; Jesse Edwards, of Edwards-Crist Mfg. Co.; Geo. Sherman, representing the Indian; Walter Davidson and E. J. Mueller, representing the Harley-Davidson. The club was represented by Lewis Peterik, chairman of the show committee, and Hugh Sharp, financial representative. The bicycle fraternity was represented by Lewis Pierron, president of the North Side Bicycle Club. Mayor Hohan appeared before the meeting and stated that he would be glad to accept the invitation to open the show.

AUSTRALIAN RECORDS

Parsons Breaks Two on Hurley-Davidson; Has Five to His Credit.

MILWAUKEE, Wis.—The Harley-Davidson Motor Co. has just received word from its dealers in Sydney, Australia, that H. A. Parsons has added the 200-mile and the three-hour Australian records to his list. The 200-mile record was made in exactly 200 minutes, and in the three-hour record he covered 177.6 miles.

In the 10-mile spin Parsons knocked 23 2/5 seconds off of the previous record, and established a phenomenally fast time of 7 minutes 21 1/5 seconds.

The 25-mile figure formerly stood at 23 minutes 55 1/5 seconds. Parsons' time was 22 minutes 9 2/5 seconds, an improvement of 1 minute 45 4/5 seconds on the previous best time for the distance.

Parsons did even better on his attack on the 50-mile record, formerly set at 48 minutes and 30 seconds, by covering the course in 44 minutes 35 2/5 seconds. To knock 3 minutes 54 3/5 seconds off the record previously held by such a fine rider as Tyler is considered some performance and stamps Parsons as a wonderful rider.

Parsons lays claim to records for the following distances: 10, 25, 50 and 200 miles, as well as for the three-hour motorcycle mark.

McCONNELL DECLINES PRIZE

WESTBORO, Mass.—Although he did not take the prize for good and sufficient reasons, R. S. McConnell, chairman of the Competition Committee of the F. A. M., was the real winner of the F. A. M. membership prize for the week ending March 3; he brought in ten new members. At McConnell's request the prize was awarded to the next highest man, William Ahlander, of Bakersfield, Cal., who brought into the Federation an even half dozen members.

For the week of March 10 the prize went to Emil Grossman of New York City, who sent in 11 memberships.

MYERS HEADS WESTERLY CLUB

WESTERLY, R. I.—David S. Myers has been elected president of the Westerly Cycle Club. Other officers are: Vice-President, John W. Brophy; secretary, F. Earl Babcock; treasurer, Elmer E. Babcock; captain of pool committee, Charles T. McSparren; directors, Alan A. Palmer and Harry C. Crandall.

STORY HINGES ON A POOL TABLE

PROVIDENCE, R. I.—The Providence M. C. has a pool table among its many effects. Same has started to undergo a change for the worse. Result, pool sharks get peeved when they miss. Now, then, some of the lady members have decided that this condition of affairs is the cause of hubby and sweetheart's peevement once in awhile, and they have called the committee together. The outcome will be a social next Thursday night at which packages to be brought by the members will be auctioned off, the proceeds to go to repairing the table.

OUTLOOK BRIGHT FOR BAY STATE BILLS

Motorcyclists Appear Before Roads and Bridges Committee on Behalf of Measures; Committee Action Probably Favorable

BOSTON, Mass., March 12.—The hearing on the two proposed motorcycle bills before the Roads and Bridges Committee, at the State House, on March 6, was attended by motorcycle riders and others interested in the welfare of the two-wheeler from all over the State. The case for the motorcyclist was outlined by Arthur W. Blakemore, local F. A. M. attorney, and George B. Gibson, secretary-treasurer of the National organization, also was present and spoke up for the two-wheeler.

One of the bills provides for the addition of a man with motorcycle experience to the Highway Commission and the other eliminates the present exorbitant tax imposed on sidecars.

There was only one voice raised in opposition to the bills, and that was of Colonel Soheir, chairman of the Highway Commission. It was not the substance of the bill which the chairman opposed, but rather the wording which opened the way for technicalities that might make for trouble at a later time. The bill was therefore redrafted to meet with the Commissioner's approval and resubmitted for consideration.

A petition bearing almost 1,500 names secured by J. H. Wing from Massachusetts motorcyclists was presented to the Roads and Bridges Committee.

Others in attendance at the hearing were John H. Wing, who is treasurer of the Bay State Motorcycle Club, and who was chiefly responsible for the introduction of the bills; Jes Campbell, manager of the Harley-Davidson Boston branch; Geo. W. Campbell, secretary of the Bay State Motorcycle Dealers' Association, and J. B. McNaughton, of the Hendee Mfg. Co.

CLYMER HITS BUSINESS INCLINE

Has Carload of Excelsiors on Road as Well as One of Harley-Davidsons; Will Take Larger Quarters

GREELEY, Colo., March 12.—That he not only has a carload of Harley-Davidson motorcycles on the road to him, as was told in a previous issue of **Motor Cycle Illustrated,** but has a carload of Excelsior machines coming as well, was disclosed by Floyd Clymer, who handles both of these makes as well as the Cleveland lightweight throughout Weld county, in a circular letter which he is getting out to prospects and possible prospects in his territory.

Both carloads are expected the latter part of this week and will put Clymer in the enviable position of being able to make instant deliveries, and this fact is being announced not alone through the circular letter, but also by large advertisements in all of the local newspapers.

Because of an almost phenomenal increase in his business, as indicated by his debut into the carload class, Clymer is looking around for new and larger quarters, and no doubt will shift before the riding season actually opens.

Most of Clymer's sales are made to farmer boys and farm hands for pleasure purposes. The fact that deliveries here are made for the stores by the Union Delivery System militates against a great deal of progress along commercial lines. However, during the past season Clymer made a dent in the utility field by selling an Excelsior and sidevan to the Goodman & Neil Clothing Co., an Excelsior to the Sheriff's office, a Harley-Davidson to the Greeley Gas & Fuel Co., an Excelsior to the Home Gas & Electric Co., an Excelsior to the Police Department, a Cleveland to the Gilcrest Lumber Co., an Excelsior for service work to the Decker Motor Co and a Harley-Davidson and sidecar to H. B. McMillan, a missionary pastor of northern Colorado, who uses the machine to get around to his various parishes.

TRADE IN ROCHESTER

Towner Bros. Relocate; Booth Builds New Building; Wagner-Dolph Policies

ROCHESTER, N. Y., March 12.—Towner Brothers, who handle the Dayton here, have moved their headquarters from their former downtown location, to what has been in the past their branch store, located at Leyell and Saratoga avenues. The move was completed on March 1st.

The C. E. Booth Cycle Co., one of the biggest bicycle dealers here and which formerly handled the Feilbach Ltd. motorcycle, has about completed a new building, located at St. Paul street close to the old location. The building is a one-story brick affair with every modern convenience.

The plans and policies of the Wagner-Dolph Co. for the coming season were specifically outlined to all of the employees at a dinner given by the firm at the Rochester Club last Wednesday evening. The most radical policy outlined had to do with traded-in machines, it being made emphatic that the Wagner-Dolph Co. will not, under any circumstances, take a competing machine of the current year in trade on any terms for a 1917 Harley-Davidson which the firm handles.

READINGS FOR WESTERN SUPPLIES

DENVER, Colo., March 10.—On last Wednesday the Western Supplies Co., 1448-52 Larimer street, this city, received another shipment of Reading Standard motorcycles. This shipment consisted of fifteen machines. A few days before the Reading Standard shipment was received the Western Supplies people unloaded quite a large assignment of Thors.

MORE SMITH SAFETY NEWS

MILWAUKEE, Wis., March 12.—Another number of the *Shop Safety Bulletin,* published by the A. O. Smith Corp., is now off the press, and as usual the bright little book tells an exceedingly interesting story of the methods by which the big Smith factory organization keeps itself up to maximum efficiency.

PATCHEN CELEBRATION

Brooklyn Concern Holds Social and Dance on Second Anniversary

BROOKLYN, N. Y., March 12.—The Patchen Motorcycle Exchange celebrated its second anniversary with a social and dance. It was attended by about 75 riders and their friends. Good times opened with a bit of amateur vaudeville, followed by singing, dancing and refreshments.

Harry Isen, who is manager of the concern, does not believe in handling any specific make of motorcycle, he believes in selling the prospect any machine the buyer has in mind without trying to influence him for or against any particular make. That his plan has something of merit is indicated by the fact that now, after two years of business, he has been forced to add an addition to his store and repair shop.

BURNETTS PLAN ALTERATIONS

PROVIDENCE, R. I., March 12.—The Harley-Davidson Sales Co. has started extensive alterations at its establishment on West Friendship street. A partition has been torn out between the store and repair shop, thereby making one general sales room of 20 by 30 feet. A repair shop has been opened in another part of the building. The Burnett brothers anticipate they will have a model store when the work is done.

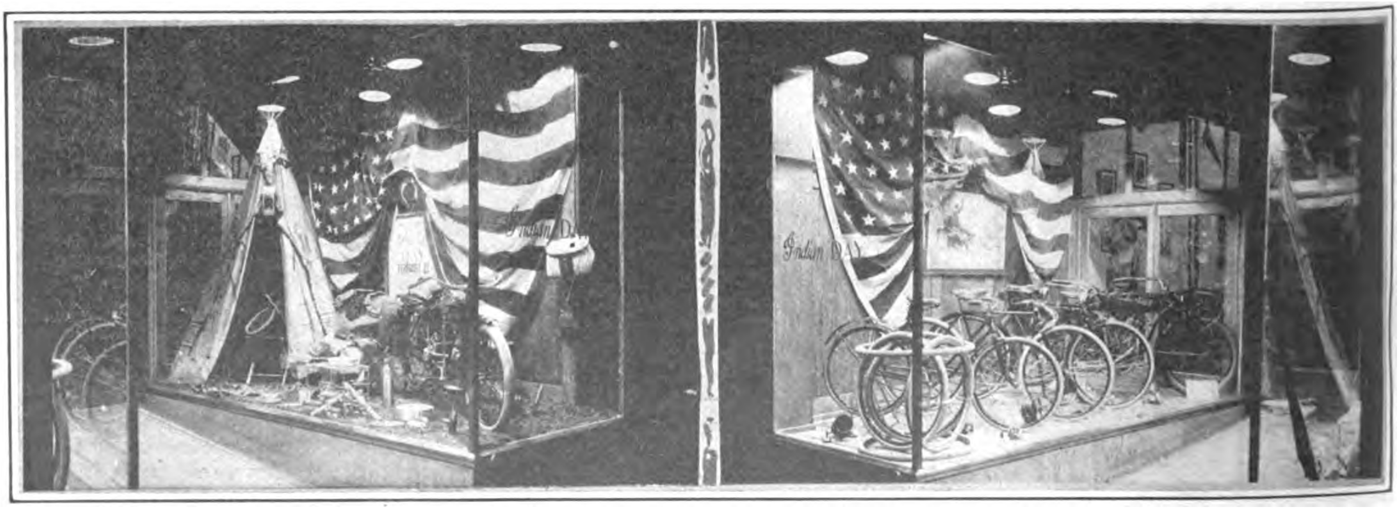
COLUMBUS TO LARGER QUARTERS

COLUMBUS, O., March 12.—Because business in both its sales and repair departments has increased to the extent that made the old quarters too small, the Columbus Cycle & Supply Co. has moved into new quarters at 73-75 East Long street, in the very heart of the motor vehicle district of the Buckeye City.

JOHNSON TO HANDLE TWO LINES

ROCKFORD, Ill., Mar. 12.— A. L. Johnson, who conducts an extensive motorcycle business on North Main street, will handle the Harley-Davidson and Racycle bicycles this season. Johnson sold bicycles several years ago and is familiar with the business.

HERE'S HOW "INDIAN DAY" AFFECTS THE SHOW WINDOW



Striking and Appropriate Windows Arranged by Baker, Murray & Imbrie, New York Indian Distributors for the Annual Festival Day of the Indian Adherents on Washington's Birthday, February 22

BICYCLE
SECTION

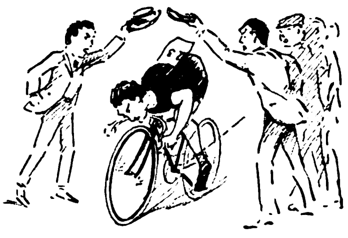
Training Tips for Amateur Speedsters

The Bicycle Racer Should Begin Now to Fit Himself for the Season's Contests; How He Can Most Quickly Bring Himself to Form

Only Riders in Good Physical Trim Should Be Permitted to Compete

BY W. T. FARWELL

(Sketches by the Author)



"Cheered on by Spectators"

IT surely looks as though this will be a big year for bicycle racing. Beginning with Bicycle Week, April 28 to May 5, there will be hundreds of events, principally road races, pulled off in all parts of the country. If carried out according to the plans formulated by the United Cycle Trades Directorate, these programs will create a vast amount of enthusiasm among the amateur speedsters, and will give a great impetus to cycling in general, for racing has always played an important part in popularizing cycling.

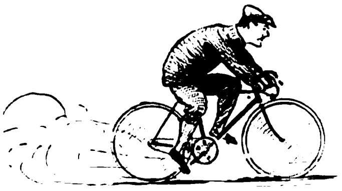
Few Know How to Train

Thousands of embryo Kramers will be testing out their speed capabilities, with a view to capturing some of the many trophies which will be hung up, and no doubt a large proportion of these novices will have but little knowledge of how to prepare themselves physically for the races. Some will train too much, some not enough, and others not at all. It is therefore highly important that the beginner should acquaint himself with at least the rudiments of training, for it must be remembered that it is absolutely essential that the body be prepared to undergo the new and unaccustomed strains to which it is subjected in any form of athletic competition.

For example, the untrained cyclist, along towards the finish of a race, is conscious of a feeling of distress, but the familiar shouts of the spectators and the encouraging cries of his friends urge him on, so he sets his teeth for a final grand effort. But his muscles and lungs are not fit to stand the strain; sickness overcomes him, and the result may be a lasting injury to his health.

It is for the best interest of cycling and the trade in general that those who have to do with the promotion and management of racing events should be cautioned against accepting the entry of any rider who is obviously unfit to compete. Riders who have any form of heart trouble or other organic ailment should consult a physician before going in for speed work. Boys under fifteen should not be allowed to enter in long races. Short races or sprints, which do not call for long sustained efforts, are as much as the growing boy should attempt.

Though training in the full sense of the word requires a certain amount of time and attention, as well as the observance of some definite rules, it is not necessary for the novice who is preparing to take part in these amateur events to go into the more elaborate training methods of the professional speed man. The beginner's training is a simple process, and, in fact, is just what everyone desiring to have a sound body, capable of performing all its functions properly, ought to undertake. It involves little more than regular hours, sufficient sleep to thoroughly recuperate mind and body, good wholesome food, great moderation in smoking and the use of stimulants, and brisk, daily outdoor exercise. The best training for bicycle racing naturally is bicycle riding, and if this is done regularly no other form of exercise is necessary.



The Stout Rider Must Reduce

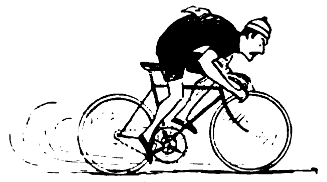
This preparation may be a brief one, if the time is short and the rider already in good general condition. The poorer the physical condition, the longer and more gradual ought the training to be. It must also be gentle and careful at the start. The old theory that training should consist of a long course of hard, gruelling work is no longer recognized by authorities.

No fixed rules for training can be laid down which will benefit all riders. Each one should make a study of his own needs and capabilities and work out a system which he feels will do him the most good. In general, the stout rider will require more work to get into condition than the lean one. In this case, a few sweating rides of five or ten miles, dressed in warm clothing, and followed by a bath and rubdown, will soon remove the superfluous flesh. On the other hand, the normally lean rider should avoid losing weight, as this will weaken the entire system. He should eat plenty of plain, substantial food and endeavor to build up the muscular system and gain weight rather than lose it.

Different riders will be affected in different ways by training. Some will give out in the "wind"; some in the legs. Hill-climbing at a fast pace will improve the wind. In riding hills, however, the rider should always take care not to commence his sprint until he is certain that he can keep it up to the top and a little over. He will at first find himself "blown" comparatively soon, and this exercise should at first be taken in moderation; he should not ride himself completely "out of wind." After a while the novice will find himself able to take quicker and longer sprints uphill.

Select Gear Carefully

If the legs are at fault, if they feel weak and give out quickly, it is quite evident that the bicycle is geared too high. This is a common fault which has been brought about through the lack of a proper understanding of what gearing really means, and of the importance of choosing the gear which is best suited to the rider's strength. It is commonly supposed that the higher the gear, the greater is the speed, and consequently high gears have become popular.



Avoid a Very High Gear

The high gear necessitates more powerful pedal pressure and greater muscular exer-

(Continued on page 32)

EXCITING FINISH TO 'FRISCO "GRIND"

Jake Magin and William Spencer, After Regaining Lost Lap, Win Out in Berlin Finish—Coast Promoter Balks at Paying Bills—Sheriff Attaches Track for Lumber Company

(*By Telegram*)

SAN FRANCISCO, Cal., Mar. 11.—There was plenty of excitement in the closing hours of the six-day bicycle race that was brought to a finish at the Civic Auditorium last night. The excitement was not confined to the race alone, but was centered around the management of the affair, while a sheriff with an attachment for $567 in favor of a lumber company, added no little interest to the proceedings.

Early on the first day of the race Jake Magin, the Newarker, who was paired with Eddie Madden, a fellow townsman, lost his partner when the latter fell and gashed his leg. Arthur Spencer, the Toronto rider, who was riding with his brother, William, decided about the same time that he had enough of six-day racing and retired. Magin and William Spencer then teamed up and were set back a lap according to the rules. Undaunted by the loss of a lap they set about by persistent jumping to regain the ground that would put them on even terms with the leaders.

Magin-Spencer Team Gamesters

It is seldom that a team that is a lap back of the leaders again gets on even terms, as the leaders are ever watchful and stall off any attempts of the team. On Friday night the Magin-Spencer team, after an almost continuous attack, successfully accomplished what seemed the impossible and gained the coveted circuit.

The successful effort of the team, which had been made the favorites by their many lap-gaining attempts, was greeted with an uproar, but the spectators had hardly had a chance to get their breath before another act was being played by the riders. Reggie McNamara and Fred Hill and Frank Corry and Eddie Root claimed that the Magin-Spencer team had not gained their lap fairly and they rode off the track to protest. The referee penalized the two teams each a lap for their actions and ordered them back into the race, five minutes being given for them to resume riding. When they failed to do so in the time allowed them the referee ordered them out of the race. The two teams were easily the favorites with the crowd, but when they acted as they did the spectators turned against them.

Eight Teams Finish the Race

With the retirement of the McNamara-Hill and Root-Corry teams eight teams were left in the race, seven being on even terms and one team, the Tom Bello-Tom Grimm combination being one lap in the rear. The riders had set a steady pace all through the race and they were credited with being ahead of the world's record almost up to the last day. If the track was exactly 12 laps to the mile the marks will be accepted as records.

Instead of the usual sprints during the afternoons and evenings as was in vogue in the New York and Chicago six-day races the management saw fit to eliminate them except on the last night. During the last hour there were 23 sprints staged and during the hour the Magin and Spencer team succeeded in scoring the lowest number of points and were awarded the race. Percy Lawrence and Lloyd Thomas, two local riders, finished second; George Cameron and Harry Kaiser, the New Yorkers, finished third; Worth Mitten and Tommy Smith, the Iowa-Jersey pair, finished fourth; Charles Piercey and Joe Kopsky, the Australia-New York team, finished fifth, and the Ohrt brothers, Hans and Ernest, finished in sixth place. The Fred Weber-Ed Carroll team from Newark and Oakland, respectively, finished seventh.

'FRISCO SIX-DAY FINISH

Pos. Team.	Miles.
1—Magin-W. Spencer	2,807
2—Lawrence-Thomas	2,807
3—Cameron-Kaiser	2,807
4—Mitten-Smith	2807
5—Piercey-Kopsky	2,807
6—H. Ohrt-E. Ohrt	2,807
7—Weber-Carroll	2,807

The Bello-Grimm team finished eighth with 2,806 miles 11 laps (track 12 laps to the mile).

Winners Score 46 Points

In the 23 sprints during the last hour the Magin-Spencer team easily proved to be the class. They won 12 sprints and finished well up in the others, their total being 46 points. Lawrence and Thomas won four sprints and the Kaiser-Cameron team won three. The Kopsky-Piercey combination accounted for four sprints. The positions in which the riders finished in each sprint is shown in the table.

The last hour finish was free from any kind of rough riding. Only two spills occurred. Worth Mitten tried to dodge a trainer, who tried to cross the track and Fred Weber ran into him. Joe Kopsky was bruised up a bit when an over-

(*Continued on page 31*)

Just Before the Pistol Cracked at the 'Frisco Six-Day Race

HOW THE LAST HOUR SPRINTS FINISHED

	Sprirt No																							Tot. Pts.
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Magin	1	0	1	0	1	0	1	0	1	0	1	0	3	0	1	0	2	0	2	0	1	0	3	
Spencer	0	1	0	1	0	2	0	3	0	1	0	1	0	6	0	3	0	2	0	4	0	4	0	46
Lawrence	2	0	3	0	2	0	3	0	2	0	2	0	1	0	3	0	4	0	4	0	4	0	3	
Thomas	0	2	0	5	0	4	0	1	0	5	0	2	0	1	0	4	0	4	0	2	0	1	0	64
Cameron	0	3	0	3	0	3	0	4	0	4	0	3	0	3	0	1	0	1	0	3	0	2	0	
Kaiser	3	0	2	0	3	0	4	0	3	0	3	0	2	0	5	0	5	0	3	0	2	0	1	66
Mitten	5	0	4	0	5	0	2	0	4	0	6	0	5	0	6	0	3	0	5	0	5	0	4	
Smith	0	5	0	2	0	5	0	2	0	2	0	4	0	2	0	5	0	3	0	5	0	5	0	94
Piercey	4	0	5	0	4	0	5	0	5	0	4	0	4	0	2	0	1	0	1	0	3	0	5	
Kopsky	0	6	0	6	0	1	0	5	0	6	0	6	0	7	0	7	0	5	0	6	0	6	0	104
H. Ohrt	0	4	0	4	0	6	0	6	0	3	0	5	0	4	0	2	0	6	0	1	0	3	0	
E. Ohrt	7	0	7	0	7	0	7	0	7	0	7	0	7	0	4	0	6	0	6	0	6	0	6	121
Weber	6	0	6	0	6	0	6	0	6	0	5	0	6	0	7	0	7	0	7	0	7	0	7	
Carroll	0	7	0	7	0	7	0	7	0	7	0	7	0	5	0	6	0	7	0	7	0	7	0	150

Points—Winner, 1; second, 2; third, 3; fourth, 4; fifth, 5; sixth, 6; seventh, 7.

BICYCLE WEEK TAKING FIRM HOLD

Dealers Everywhere Co-operating With Directorate and With Each Other to Make the Affair a Big Success

NEW YORK, March 13.—"Bicycle Day" last year was a big success. But according to those in the know at the United Cycle Trades Directorate, which is actively engaged in boosting the bicycle business the country over, "Bicycle Week," scheduled for April 28 to May 5, will outshine it in every way. That much is assured from the way the dealers are taking hold even at this early date and co-operating with the Directorate to make the national affair quite the biggest thing that has been done in the bicycle field for years past.

Directorate Aids

Thousands of newspaper cuts, in both electrotype and mat form, have been sent out to interested dealers. Thousands of lantern slides for use in moving picture houses, all bearing on Bicycle Week, have gone the same route, while the calls for the life size window trims, cutouts and show cards have been far greater than the most sanguine expectations of those chiefly interested in the movement.

The most encouraging feature of the Bicycle Week situation is the fact that retail dealers the country over are not attempting to handle the affair on their lonesome, so to speak, but are getting together with other dealers and forming associations for co-operative work, which already has had a remarkably stimulating effect on the sale of the pedal driven two-wheelers. It is freely predicted that owing to these efforts on the part of the individual dealers and dealers' associations there will be more bicycle races staged during the single week,—April 28 to May 5—than have ever before been staged in this country in a like period. Everywhere the tendency is to promote interest—stimulating cycle affairs, either a road race or a track race, and in some cases a series of such events throughout the week, and the effect is to greatly augment the sale of bicycles, especially racing models and juveniles.

EXCITEMENT AT FINISH OF FRISCO GRIND

(Continued from page 30)

anxious spectator put his head too far out of the infield and Kopsky hit him. Kopsky fell, but finished the race.

During the lap-gaining stunt of the Magin-Spencer team late on Friday night Hill pulled his foot out of the pedal when Magin got his greatest lead and rode off the track. McNamara came out and tried to close the gap, but he was unequal to the task and the Magin-Spencer combination gained the lap after a few changes.

Promoters Dodge Paying Bills

For a time late Saturday afternoon it looked as though there would be no so-called Berlin finish to San Francisco's six-day race. William Weightman, a theatrical man, was supposed to be backing the show took French leave when the receipts failed to come up to expectations. The arrangements made with the bicycle riders called for 40 per cent of the gross gate receipts and transportation from Chicago to San Francisco and back to Chicago.

When Weightman failed to show up to square accounts Manager John M. Chapman, of the Newark Velodrome, who looked after the race and the riders' interests, took all the receipts for the week and told Weightman's representative that unless he (Chapman) received all of the last day's receipts there would be no finish. Chapman got the money and the finish was produced. The house was filled on the last night, but the cyclists are shy about $600 of the transportation money. Financially the race did not come up to expectations, but the riders are assured of a little money.

The sheriff, acting for the lumber company, attached the receipts for $567, which Chapman paid. The last act was about the only thing that saved the race from being called off. If everything can be straightened out the cyclists and their retinue of trainers will depart for the East tomorrow night.

Cooper Wins Amateur Race

At the preliminary race meet run Saturday night, March 3, two amateur races were run, the reports not reaching New York in time to run in the last issue. Verne Cooper, a member of the Garden City Wheelmen, San Jose, won the two mile open, 16 riders starting. Walter Hammit and Harry Spence, two members of the New Century Wheelmen, of San Francisco, finished second and third, respectively. The time was 4:26 3/5. George Graner, 60 yards, won the half-mile handicap in 1:01 1/5. John Coughlan, 40 yards, finished in second place, and Clarence Mettler, 40 yards, was the third to cross the tape, all three being members of the New Century Wheelmen.

HERSHEY AND HAMMITT WIN

Two amateur races were run just before the six-day riders started on their long journey. A two-mile open was won by Ed Hershey, of the Garden City Wheelmen, of San Jose. Verne Cooper, also a Garden City Wheelman rider, finished second, and Fred Hoffman, of the Olympic club was third. Walter Hammit, New Century Wheelman, of San Francisco, won the half-mile handicap from scratch H. De Brie, scratch, finished second and Clarence Mettler, 60 yards, third.

VALLEJO PROMISES BIG SALES

SAN FRANCISCO, Cal., Mar. 10.—Prominent navy men in Vallejo believe that it will be one of the greatest cycling towns on the Coast after the new causeway is finished. When the new roadway connecting the manufacturing and the residential portions of the town is completed the working men will be in the market for bicycles to ride to and from their work, according to the above navy men.

On the Bell Lap

BY THE VET

Spring is but a week away. Get out your bicycles and give them a thorough "once-over."

The four cyclists who quit the 'Frisco "grind" the night before the finish certainly journeyed a long way to pull their star act.

During the last hour of San Francisco's six-day sprinting Joe Kopsky hit a spectator with his head. Kopsky was unhurt, but it is hard to tell what would have happened had it not been his head.

The eastern cyclists who journeyed to the Coast filled with hope and optimism wrote back to the "hum folks" how good the Frisco six-day race outlook was. That was before the receipts were counted.

Bobby Walthour, the Atlanta pace follower now in Paris, cabled to his brother Sam, in Newark, N. J., that he won an hour paced race on Sunday, February 25. Opposed to Walthour were George Colombatto, Italy; Paul Suter, the Swiss, and George Parent, the old French champion.

The riders in the San Francisco six-day race were credited with smashing all kinds of records. They may have at that, but George Wiley, the Syracuse rider, was about 3,000 miles nearer home than they were when the race finished. Wiley retired Tuesday and hopped an East bound "rattler" shortly after.

The record for aviation for height is said to be over 20,000 feet. No matter how high it is it cannot be much higher than the bicycle riders went out in San Francisco on Saturday. The supposed to be "millionaire," who was said to be backing the race failed to show up when some good sized bills were to be paid.

It was a great home-coming for the Ohrt brothers, Hans and Ernest, at the San Francisco six-day racing carnival. The brothers had their father and mother out to see them perform in the preliminary races. Hans did nobly in the "Alternance" match, finishing second. Ernest's name failed to show in the summary, and we have not heard what detained him.

The Hudson County Wheelmen, of Bayonne, N. J., hold races almost the year round. On Sunday, March 11, two events staged by the club on the Hudson County Boulevard brought out a good crowd. John Fargo led George Kaetz, Tom Flanagan and Richard Olsen across the tape in that order in an unknown distance race, which went three miles. H. Klotz, a 35-second man, won the two-mile handicap, H. Kaetz (35 seconds) finished second; J. Flanagan (15 seconds) third, and J. Fargo, the scratch man, ran fourth.

TRAINING TIPS FOR AMATEURS

(Continued from page 29)

tion at every stroke, which means tiring more rapidly. With a moderately low gear the amount of power applied to the pedals at each stroke is very much less, and, although the rider has to pedal faster to attain the same speed, the total amount of strength used up is greatly lessened.

The rider's pace depends on his gear to only a limited extent. Races are seldom won because gears are high. Success depends on rapid pedaling, and the novice must learn to pedal rapidly if he expects to ride fast or to win races. This he cannot do if his machine is geared too high; therefore, if he finds after a fair trial that he cannot keep up a good pace without undue effort, it would be advisable to try a lower gear.

Let Him Change Gears

If the rider has been pushing, say, an 84 gear, let him change it to a 74 or 76 gear, with 6½-inch cranks. This can be done by procuring a smaller crankhanger sprocket or a larger rear sprocket. A combination of 24-tooth front and 9-tooth rear sprockets gives a gear of 74½; or 22 front and 8 rear gives a gear of 77.

No two riders are alike, however, and it is important that each one should learn for himself the most suitable gear. The light, nervous, active rider can pedal rapidly, and should generally use a moderate gear, while a heavy, strong or stolid rider can better pedal slowly, and so may use a higher gear.

The novice should try to cultivate a neat, rapid style of pedaling. This means a great deal more than merely giving the pedals alternate pushes as they come around. Correct form in pedaling depends upon an ankle action, which gives the foot a grip of the pedal throughout the larger part of each revolution. Thus it follows that the necessary conditions of scientific pedaling are correct reach and perfect ankle action; and the advantages gained from it are a firm connection between rider and machine, a complete control of the wheel, insuring comfort and safety, and ecoonmy in the expenditure of power, by securing maximum speed from minimum exertion.

Adjust Your Saddle Properly

Great care should be exercised in securing the proper adjustment of saddle and handlebar, which will give the easiest and most effective riding position. The length of reach, or distance between saddle and pedals, should be studied and carefully determined by experimenting with the saddle in various positions. Among the first things to be learned is the art of sitting quietly in the saddle while pedaling rapidly. It is a common fault with beginners to sway the body, work the arms and move the head while riding. This uses up energy which should be applied to the pedals.

Most riders should begin training about a month before their first race. Regular daily rides of 5 to 10 miles, taken at a steady moderate pace, will soon put the average rider in good condition. These spins may be taken at any time, but riding on an empty stomach or too soon after a hearty meal should be avoided. If early morning rides are to be taken, the rider should eat a light breakfast before starting. After a week or so the novice should be in condition to begin developing his sprinting powers. This he can do by ending up his daily ride with a short spurt at top speed, which can be increased in length as he gains in strength and wind until he finds out just how long he can hold his sprint. This is an important consideration, as most races are decided in the last few yards of the finishing sprint, and the rider who can correctly judge his sprinting power will generally cross the line well up in front. In cycle racing head work is equally as important as leg work.

This preliminary road riding should be done as nearly as possible in a regular and systematic manner. If the rider is going in for short races of from one-half to two miles, he should cut down his road work as soon as he is in good condition and confine most of his training to four or five mile spins at a fairly fast pace on smooth, level roads, or on a track. Several times a week a mile or a half may be ridden at top speed, against the watch, which will serve to show how the novice is progressing.

All exercise should be followed by a rubdown, where possible. When several riders are training together they can assist each other in this process. Outside of actual riding there is nothing of so much benefit to the racing man as a good rubdown.

A Few Training Don'ts

In conclusion, here are a few more "don'ts":

Don't catch cold. It is weakening and bad for the wind.

Don't overtrain. Any feeling of lameness or side ache should be followed by lighter work.

Don't overeat. Don't train on an empty stomach. It is harmful to the system.

Don't neglect your bicycle. Dirty or clogged chains and bearings make the machine run 50 per cent. harder.

GLAUCH AGAIN HEADS CLUB

HAMILTON, O., Mar. 12.—William Glauch was re-elected president of the Butler County Cycle Club at a recent meeting. This marks the fourth time that Glauch has been elected president of the local organization. Other officers elected were: Vice-president, Harry Lowenstein; corresponding secretary, Wilkie Phipps; financial secretary, Walter Poffinbarger; treasurer, George Kendall; standing committee, Edward Brannon, Elmer Ortolf, William Stumpf and Otto Glauch.

WILL SUPPLY POLICE WITH INDIANS

CLEVELAND, O.—The Casino Cycle & Supply Co., agents or the Indian here, has just closed a contract to supply the Police Department with motorcycles, five having been delivered and 8 more are to be placed.

A FEW SCENES AT THE MIAMI, FLA., CYCLE RACES

1—Start of colored boys' race; 2—Rounding one of the four turns; 3—The crowd on a turn; 4—Winners of the four-mile race, from left to right they are: Charles Williams, William Slater and S. T. Carlis; 5—Group of Miami dealers, who promoted the races

RAPID GROWTH OF TROXEL MFG. CO.

Remarkable Efficiency and Scope of Present Organization Revealed in Trip Through Factory; Six-Story Extension Building

D. S. Troxel

J. W. Brandt

ELYRIA, Ohio.—No less interesting and significant than the recent incorporation of the Troxel Mfg. Co. for $1,000,000 is the broad-gauge and up-to-the-minute system by which that firm is now handling its greatly increased business. Almost simultaneously with the decision to extend the company's financial scope, steps were taken to multiply facilities in various departments and to improve even the long-recognized efficiency with which the Troxel saddle line has been produced. The result is that an ideal combination has been achieved—a thoroughly modern factory, a high-pressure organization of manufacturing and sales experts and an executive staff which is as strong in initiative as it is in experience.

The visitor to the Troxel saddle factory to-day finds a series of pleasant surprises, due to the almost incredible rapidity with which the plant has grown. Oldtimers in the trade, as well as native Elyrians, will recall that D. S. Troxel came to this city in 1897, when he entered the employ of A. L. Garford in the manufacture of bicycle saddles. Within a few months he left Garford's employ and launched the Troxel Mfg. Co., the parent company of what is to-day a $1,000,000 corporation. The Troxel company entered the field in 1899 and its cash capital was $7,500.

Made Steady Progress

The company had its early tribulations, but it made steady progress and has never ceased its advance movement. Proof of this is found in the fact that in addition to the large factory which it now occupies the company is building a six-story factory structure on Washington avenue, adjoining the present plant. The new building was necessitated by the marked increase in the demand for Troxel saddles, as well as by the fact that the company is branching out into other fields.

The new company, which was incorporated not long ago for $1,000,000 cash capital, is owned almost entirely by D. S. Troxel and J. W. (Jack) Brandt. The latter is the leading spirit of the concern, and the firm's present standing is largely due to his progressiveness and manufacturing insight. Messrs. Brandt and Troxel smilingly state that they are splitting the credit "fifty-fifty" for the rapid development of the business, but the fact remains that for two or three years Mr. Brandt has been the executive head of the enterprise.

The new board of directors of the corporation is composed of D. S. Troxel, president; J. W. Brandt, treasurer and general manager; R. E. Jackson, sales manager; E. E. Creswell, of the Union National Bank of Cleveland, vice-president; L. B. Fauver, of the law firm of Stroup, Fauver & Rice, of Elyria, secretary; Forest Graves, of the E. W. Wagner Co., of Chicago, and C. E. Lozier, of the Columbia Steel Co., Elyria.

About Troxel Profits

Not long ago the Troxel company was annoyed by the publication in certain papers of erroneous statements concerning its profits. "It goes without saying that there is no wonderful profit in turning out a quality product in these days of high material prices and increased labor costs," said General Manager Brandt a few days ago, "and we do not like to have misleading statements circulated. Our whole time and thought go to the production of the best saddles we can turn out from our up-to-date factory, and all we ask or expect is the slight margin necessary to keep such a manufacturing enterprise as ours up to maximum efficiency. We are getting that, so we are satisfied."

HOLLAND SOLE NEW JERSEY SURVIVOR

(Continued from page 19)

Some of the drivers of note who succumbed to the demands of the course were J. U. Constant, who drove into a ditch at mile two, found out that his Indian outfit was not a U-boat and gracefully withdrew; P. W. Stevens, old war-horse that he is, thought one round was enough for him and added to the crowd of spectators along the route; Walt Ker and Charles Dombach, Henderson, rode as a team and quit the same way, and at the same place, too; L. G. Buckner, Wally Stuart, Harry Raoul, George A. Ellis, Fred M. Camp and Oliver Berckhemer, all Indian drivers, left the course for good and sufficient reasons, which they decline to state by advice of counsel. "Schlaggy," Harley-Davidson, didn't mind the hard driving, but he sure did hate to get his feet all wet, and added to that he didn't like the job of cleaning up, so he passed the buck in the first round. Elmer Havenstrite, Harley-Davidson, from the Silk City, battled one round well up with the leaders, then four miles out on the second lap his skid chain affectionately wound itself around the speedometer gears and he took up too much time solving the puzzle of getting it out again and dropped out.

Proving the Usco Tread

A remarkable feature of Orrie Steele's performance was that he drove from the second lap on without skid chains, losing one one in the mud, and the last 60 miles he plodded along through the mud and water with wonderfully little wheel slip. This speaks well for the Usco tread tire he had on the drive wheel.

Working out the time penalties to be deducted from Link Holland's score he finished with a total of 230 points out of 1000.

Steele's score was just 37 points when he was forced out.

To the checkers and observers go a lot of credit in making the contest a success, for the grind became very monotonous when the field boiled down to three or four riders, and there were long waits at lonely spots—Chet Charles and Curly Walden put in eight and a half hours at Elmora station, while Arthur Wintsch and Ford Goodman held out all day in the mud at Hillside, and Martin Netzler handled the home check until darkness had fallen.

The starters were: D. C. Austin, Newark, 1917 Harley-Davidson; Walter Ker, Newark, 1917 Henderson; Lincoln Holland, Newark, 1916 Harley-Davidson; Elmer Havenstrite, Paterson, 1917 Harley-Davidson; Orrie Steele, Paterson, 1917 Indian; Charles Dombach, Newark, 1917 Henderson; Fred Schlagenheft, Newark, 1917 Harley-Davidson; P. W. Stevens, Newark, 1916 Harley-Davidson; C. R. Webber, New York, 1917 Indian; L. G. Buckner, New York, 1916 Indian; Wally Stuart, New York, 1917 Indian; Oliver Berckhemer, New York, 1917 Indian (rear car); Walter Goerke, Newark, 1917 Indian; Harvey Snyder, Newark, 1917 Indian; Geo. A. Ellis, Yonkers, 1917 Indian; Harry Raoul, New York, 1917 Indian; Harry Mason, Newark, 1917 Excelsior; Fred Camp, Short Hills, 1917 Indian; John Constant, Brooklyn, 1917 Indian; E. L. Young, Hackensack, 1917 Indian.

Who Wants Money?

MOST motorcycles are designed from the factory standpoint.

The Cleveland Lightweight was designed from the rider's standpoint.

Millions of possible motorcycle riders have been going without machines because they couldn't get what they wanted.

We discovered what they wanted and made it for them.

Wherever the Cleveland Lightweight has been seen it has been liked at once and bought on demonstration.

Why plug along wasting time and losing profits on a machine that was made to please some engineer when you can have a Cleveland Lightweight that is made to please the riders who want to buy at your store?

Right in design, right in weight, right in price, right in performance and right for every rider—for men and women, boys and girls.

**Exclusive territories will be
allotted to live dealers.**

Who Wants Money?

The Cleveland Motorcycle Mfg. Co.
Cleveland, Ohio

The Cleveland
Lightweight

Giving MIDCO Details

The Generator Delivers Low Tension Current to Individual Coils for the Ignition and Only One Armature Is Used; Control Details

Fourth of a Series of Articles on Motorcycle Lighting Equipment

BY D. R. HOBART

ONE of the pioneer electric lighting systems in the motorcycle field is the MIDCO, which differs from those previously described in this series in the generator supplying current for battery charging and ignition from one armature and field. The generator is a dynamo, there being no permanent magnets. The low tension current generated is transformed to high tension current in coils arranged in the upper part of the apparatus, there being one of these coils for each cylinder in the motor.

The MIDCO system consists of a generator, storage battery, electric horn, two-bulb headlight, tail light, lighting switch and horn switch. The two switches are mounted in the upper part of the generator assembly on the control side and are operated by keys.

Third Brush Regulation

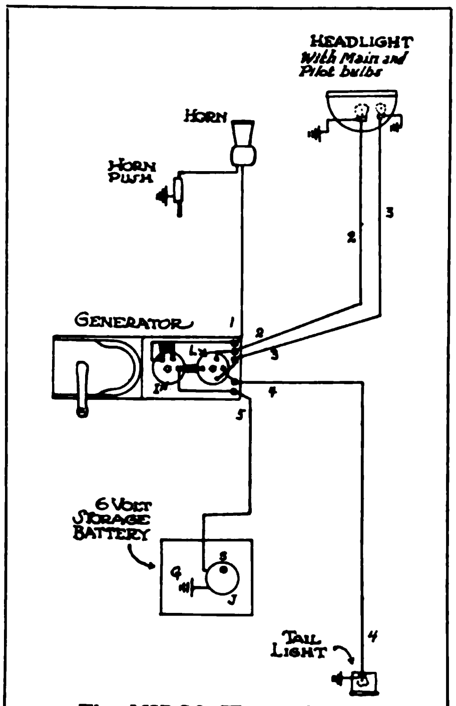
The generator is timed the same as a high-tension magneto. Current regulation is by the three-brush system, the field winding being connected from the left hand brush to the adjustable third brush, the latter being the field regulating brush. This brush is between the left and right hand brushes and is at an angle to the right hand one. It should not be moved except by an expert.

Apart from the fact that the long cable leads to the rear cylinder and the short cable to the front cylinder (seen from the drive end of the generator), we will not refer at present to the ignition side of the apparatus. The timing lever is on the opposite side, projecting from the cover of the distributor and timer section.

Switch Arrangement

Looking at the generator from the timing end, a rectangular switch cover will be seen, with two keyholes in it. A key in the upper keyhole operates the lighting switch, while a second key in the lower hole serves to cut off or connect the ignition. The lighting switch has three positions: "On," with main headlight bulb and tail light in circuit; "off," with all lights disconnected; "on," with pilot headlight bulb and tail light in circuit. The ignition switch key is turned from the vertical position to complete the circuit, and when removed locks the ignition. The lighting key can be removed from its hole with the lights burning.

There is a panel to which the switch cover fits and five holes will be noticed in this panel. Three holes are in one group and two in the other. Beginning at the right from the rear of this panel, I have numbered the cables from 1 to 5 in the accompanying diagram, so that tracing a wire or rewiring will be easy. Note that No. 1 wire comes through the hole in the group nearest the edge of the panel.



The MIDCO Wiring System

Referring to the diagram, wire 1 leads to the horn on the handlebar. On removing the switch cover, wire 1 will be seen to lead to a binding post on the ignition switch I. This binding post also carries a strap connection at the lower side of a fuse, known as the horn fuse. Wire 2 leads from the main or brilliant headlight bulb through hole 2 and to the left hand binding post on the upper or lighting switch. Wire 3 leads from the pilot or dim bulb in the headlight to hole 3 and to the *right hand* binding post on the lighting switch. Wire 4 leads from the tail light to the inside hole of the group of two on the panel, then crosses wire 3, *but does not connect* with it; it leads to the upper central post on the lighting switch.

There is a fuse connecting the lighting switch to the ignition switch; this fuse is called the light fuse. To the lower binding post of this fuse is connected wire 5, leading to the junction block J on the battery casing. The latter is carried under the saddle on the Excelsior, behind the seat post tube. This junction block has a ground wire G. Note that the two bulbs in the headlight, the tail light bulb and the horn push are all grounded. Single point bulbs must be fitted, therefore. Wires 2 and 3 run in the same metal conduit in the regular installation.

A 6-volt battery is used in this system. The main or brilliant bulb in the headlight is 9 candlepower, 7-volt, while the pilot bulb is 4 candlepower, 7 volts. The tail light bulb is of 2 candlepower and 7 volts. The light fuse is of 6 amperes.

Provision for an inspection or sidecar lamp connection is made through the socket S in the junction block. All wiring in the system is armored to prevent short circuiting.

The generator is mounted to the magneto platform on the motor with special fibre washers and brass mounting screws, and only those should be used should it need replacing at any time. The screws are of the right length for the purpose, and longer ones will damage the generator if used. The grounds in all cases must have clean and positive contact with the metal of the frame or other part.

Simple Upkeep

About the only care necessary with the MIDCO system is in the oiling of the generator and the regular inspection of connections. There are two oil holes on the drive and cover and at the upper part of the end bearing cover (on the timing end). There is a fourth hole on the left side of this latter cover. In each of these holes a few drops of sewing machine or high-grade machine oil should be put every 1,000 miles of running. The inspection of connections is a matter of precaution, as if properly made only an accident will cause looseness.

If the lights flash on and off at either lamp, the connecting sockets should be examined for short circuits. These may be due to "whiskers" on the cable ends, etc. If when switched on by the key, either bulb fails to burn while the other does so, a new bulb is needed. If the lighting circuit is found to be grounded, the wires should be examined where they lead into the conduits.

Horn Out of Order

If the horn fails to sound when the push is operated, inspect the vibrating parts inside for sticking diaphragm, or short circuit. Remove the switch cover and look at the horn fuse. If the fuse is blown, replace it, but if it blows again, look for a ground in the horn circuit. The horn sounding when the push is not being operated indicates something wrong with the push; probably "whiskers" from the wire causing short circuits.

Should the storage battery become entirely disabled, the ground wire G on the battery casing should be disconnected and insulated so that it will not make contact. The ignition switch is then turned on and the timer-distributor cover removed. The platinum points are to be cleaned with sandpaper, and if necessary adjusted. The gap should be 0.018 to 0.022 inch when the breaker lever is on the high part of the cam.

Now prime the cylinders, if necessary, and kick over the motor to start. Under no circumstances should the machine be driven at a speed of over 25 miles per hour with the battery disconnected, as serious damage may result.

Where the battery circuit shows a break (open circuit), look first at ground G and lead connection on the battery.

Abusive use of the ignition switch may result in distorting of the switch contacts

(Continued on page 44)

SAUFLEY SUPPLY CO. TAKES CYCLEMOTOR

Big Kansas City House Will Distribute Bicycle Attachment in Wide Territory; Adams' Ride Started Negotiations

ROCHESTER, N. Y., March 12.—The Cyclemotor Corp., manufacturers of the popular bicycle power attachment, report that a contract has been closed with the Saufley Supply Co., Kansas City, Mo., to act as distributors for the 1917 Cyclemotor models in Colorado, Kansas, southern Iowa and western Missouri.

The opening negotiations for this contract date back to the 1916 convention of the Cycle Parts Industries in Atlantic City. At that time O. W. Adams, the Cyclemotor traveler, rode from Providence, R. I., to the New Jersey coast resort in excellent time and without a hitch of any kind. Mr. Saufley was so impressed by this performance that he at once took steps to obtain the Cyclemotor representation for his district.

Some idea of the progressiveness with which the Saufley Supply Co. entered upon its Cyclemotor sales campaign will be obtained from the list of sub-agents which the company has already lined up: Joseph Yeomans, Colorado Springs, Colo.; Pansy Motor & Cycle Wks., Denver, Colo.; P. C. Mann, Greeley, Colo.; E. J. Dowling, Laird, Colo.; Electric Supply & Cycle Co., Abilene, Kan.; C. N. Brown Cycle Co., Hutchinson, Kan.; C. E. Waters Hdw. Co., Junction City, Kan.; Hawley Hdw. Co., McPherson, Kan.; A. T. Naylor, Salina, Kan.; Excelsior Cycle Co., Topeka, Kan.; A. F. Jensen, Atlantic, Ia.; W. F. Maus, Council Bluffs, Ia.; W. G. Chester & Co., Creston, Ia.; A. H. Vance, Ft. Madison, Ia.; Richardson Hdw. Co.; Fairfield, Ia.; August Gottschlich, Jr., Oskaloosa, Ia.; L. S. Chidester, Ottumwa, Ia.; Red Oak Rubber Co., Red Oak, Ia.; J. O. Metcalf, Mable, Mo.; and L. H. Monsees, Sedalia, Mo.

HARLAND'S RECORD

Dayton Traveler Has Signed a Motor Bicycle Agent in Every Town Visited

HOUSTON, Tex., March 12.—W. A. Harland, the general traveler of the Davis Sewing Machine Co., visited here last week, and arranged with H. L. Flake, who operates the big Harley-Davidson store at 1120 Texas avenue, to distribute Dayton Motor Bicycles throughout this vicinity.

Harland smilingly called attention to the fact that he started on his present trip from the factory on February 13, and is convinced that 13 is his lucky number, in view of the fact that he has batted 100 per cent. so far in his journey. He has closed a contract for the Dayton Motor Bicycle in every town visited.

Harland's new dealers so far for the trip are the following: A. R. Myrick, Jacksonville, Ill.; Arkansas Cycle House, Little Rock, Ark.; Pine Bluff Cycle Co., Pine Bluff, Ark.; W. C. Wells, Hot Springs, Ark.; Rowe Stamp Co., Texarkana, Tex.; H. B. Elder, Marshall, Tex.; Tyler Leather Works, Tyler, Tex.; B. L. Phillips, Palestine, Tex.; Percy L. Rollins, Beaumont, Tex.; and J. S. Rollins, Port Arthur, Tex.

A BRACE OF WHEELING NOTES

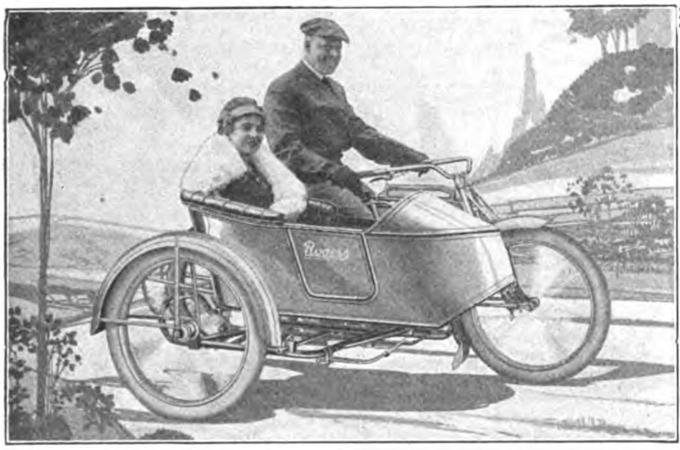
WHEELING, W. Va.—The C. F. Braunlich Co., Harley-Davidson dealers in Wheeling, are building a garage in the rear of their store in order to be able to accommodate visiting riders. It will be the only exclusive motorcycle garage in this section.

The Wheeling Motorcycle Co. is now occupying its new quarters, and will have a formal opening on Saturday, March 10. Refreshments and souvenirs will be furnished to all visitors. The company handles the Henderson, Excelsior and Thor motorcycles, and the Cygnet rear car.

BALTIMORE LIKES LIGHT TWINS

BALTIMORE, Md., March 12.—Howard A. French and Co., distributors for the Indian, are just in receipt of a big shipment of light twins. The opposed motors have met with a warm reception in this city and vicinity, and the first light twin delivery was made soon after the machines arrived to Henry Greenway, of Towson, Md.

The French Company reports that more Indian machines were sold locally during February of this year than during the same month in any preceding year.



IT IS PERFECTLY EASY

To Attach and Aline

The Rogers Model M.

The Tailor-Made Self-Adjusting Sidecar

The ROGERS MODEL M is designed and built with the utmost accuracy, to fit and perfectly aline with the particular motorcycle for which it is intended.

There is no detail of adjustment or alinement left to the buyer, all such matters having been carefully worked out and perfected at the factory, and you have nothing to do but bolt on the connections and the really complicated details take care of themselves.

A sidecar properly alined will travel in a straight line, but it requires expert adjustment, beyond the experience of the ordinary user, to get that perfect alinement.

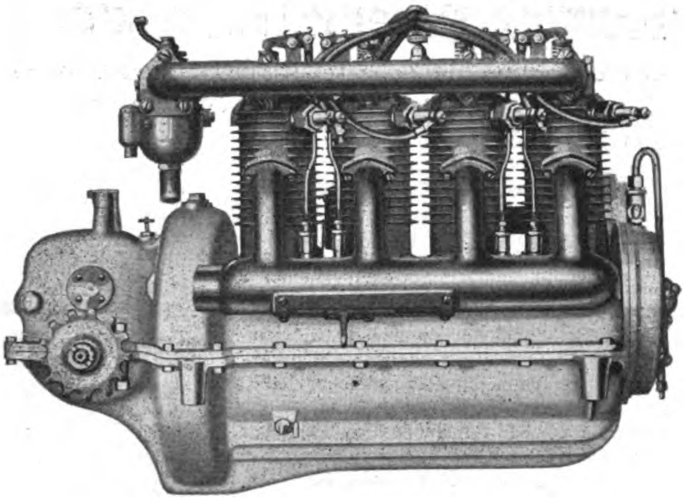
In the new Rogers this is not only assured, but you cannot avoid it.

Write for catalog, stating make and model of the machine you use or sell, and we will mail you a circular, giving full details.

ROGERS MANUFACTURING CO., 337 West Madison St., Chicago

Irving Beck (Service Station), 68-72 E. 131st Street, New York City, New York.

Article published in January 30th issue of "Motor Cycling," the English journal:



THE FASCINATION OF FOUR CYLINDERS

A Road Trial of an 8-10 H. P. Henderson.

A GREAT many people have travelled and are travelling every day by express train, but not many, I think I may say, travel by express motors. Motors there are which are fast, admittedly, 50 and 60 m.p.h. being possible, but over 60 is rarely attained by the usual standard machine.

However, although the Henderson that I have been using lately for business purposes is a standard model, it may be termed the last word in speed machines, although I am certainly not going to mention any definite speed—no, certainly not.

My first thought when the big four was turned over to me by Mr. Robertson Brown, of Robertsons Motors, Ltd., was that surely this machine should have a sidecar attached, and a big and solid one at that, but although of some considerable weight the balance of the machine is wonderful, and, speaking perfectly honestly, I can say that I would much rather ride a Henderson solo in grease and wet than any other lightweight of 3½ h.p. The machine steers to a hair, and can safely be trusted to itself, hands off, for some considerable distance. The weight combined with the balance eliminates skidding, thick grease being negotiated without a tremor or sign of slip. To turn to the running of the machine, a four-cylinder is always a satisfaction, and to me has been so for some time, but it must be tested to be appreciated.

Starting for my first ride I had to make for the open country, and although I am used by long practice to the American twist grip control, the Henderson gave me a distinct shock in the first hundred yards. Twisting the throttle about a quarter open, I shot off like a particularly well-oiled streak of lightning, the sensation being as if some powerful and large hand were forcing me off the seat to the rear mudguard.

Having been taught my lesson of respectful treatment of my mount I soon had her in hand, and we were quickly threading our way through some of the worst traffic in London.

The machine is remarkably tractable in traffic, throttling down to a mere movement, and as easy to sit on as an armchair. Clearing the traffic, I proceeded to see what her paces were like on an open and deserted road. The sensation was astonishing, and can be likened to nothing so much as boarding a moving train which suddenly becomes an express train. Wind tearing at one's hair and clothing like the fingers of some maniac, and a terrific pressure on one's chest.

Unfortunately, the machine was not provided with T. T. bars, hence I could not keep up this mad pace, it being literally impossible to keep one's seat with the standard bars fitted. Taking the road to Dorking I searched for something in the nature of a hill to test the machine's climbing powers, but here I was beaten. Whitedowns, Coombe Bottom, etc., were mounted with an ease that was delightful, the hills being taken both fast and slowly, the machine screaming or gently bubbling up. Titsey Hill was visited and climbed on top at about ———, the trees on either side merging into a blur—so much for its speed and climbing possibilities.

To sum up, the Henderson is, of course, primarily a sidecar machine, and with a sidecar attachment should prove particularly fascinating, the even firing engine and perfect steering making it ideal for sidecar work. On the other hand, an owner of this big four has no need to feel anxious on the score of solo riding, for a better solo machine cannot be imagined, and the weight is not felt at all, even when moving at quite a crawl.—*Nemo.*

An accurate description of the sensations that accompany the first experience of four-cylinder power.

HENDERSON

Henderson Motorcycle Co., Detroit

FIND "JOKERS" IN NEW TRAFFIC BILL

Cycle Dealers in Rochester Point Out Some Smile-Provoking Passages in Measure Now Under Consideration by Legislature

ROCHESTER, N. Y., March 6.—Motorcycle dealers in Rochester have located a number of "jokers" in the Welch Bill, No. 99, now before the State legislature. The measure is intended to provide uniform regulations for vehicles, animals and pedestrians on public highways of the State, and on page 18 the following declaration is made: "No person shall ride a motorcycle or bicycle in the streets of any city, town or village without having his hands on the handlebars and his feet on the pedals." The dealers admit that it will be a simple matter to comply with the handlebar regulation, but point out that as the 1917 motorcycles are fitted with footboards, it will be impossible for riders to satisfy the law by keeping their feet on pedals.

Another "joker" in the bill refers to the tricycle, and says: "Bicycles, tricycles or similar vehicles shall be provided with a bell, which may be heard at least 100 feet distant, also a lamp of sufficient illuminating power to be visible 200 feet ahead." Attention is called by the dealers to the fact that practically all of the tricycles used are ridden by small children, that they are confined to the sidewalks and parkways, and that the fitting of a large lamp and a bell would be ridiculous. As applied to bicycles, however, it is admitted that the bell and lamp requirements are generally satisfactory.

Special pains are taken in the bill to define the term "congested district," and it is stipulated that the boundaries of such districts shall be set by Common Councils, Boards of Aldermen, or commissioners, and that drivers of motor vehicles approaching a district shall be warned by easily readable signs.

While it is generally believed that a new law is needed, and that the bill now in hands meets some of the requirements, it is the consensus of opinion that it is so full of contradictions and conflicting regulations that it will cause unlimited trouble if passed in its present form.

HITS AT THIEVES

Colorado Bill Makes It Misdemeanor to Deface Machine Number

DENVER, Colo., March 3.—A bill known as the Wilson bill, making it a misdemeanor punishable by fine or imprisonment for any one knowingly to buy, sell, receive, dispose of, conceal or have in his possession a motor vehicle from which the manufacturer's serial number or other identification mark has been defaced, passed the house of representatives last week.

The Wilson bill is the outgrowth of the large number of thefts of motor vehicles, and aims to get at the thieves through those who make it a business of purchasing motor vehicles at second hand without inquiring where they come from or whose they are.

The penalty provided for by the bill for the person found in possession of unnumbered or unidentified machines is to be not less than $20 and not more than $50 or imprisonment for six months or both.

MANSFIELD SHOW PLEASED DEALERS

MANSFIELD, O., March 12.—Motor cycle dealers of this city are enthusiastic in their reports of the business transacted and the prospects lined up at the recent Mansfield Motor Show. In the motorcycle section the Harley-Davidson, Reading Standard and Excelsior machines were attractively displayed. "Mud" Gardner, local agent, staged the Harley-Davidson display, while Reinohl's Garage showed the Reading Standards and Excelsiors.

I. W. Schroader, Harley-Davidson traveler for Ohio, arrived in Mansfield in time for the show and contributed not a little to the activity of the motorcycle section.

GOODRICH STORE IN FT. WORTH

FT. WORTH, Tex., March 12.—The B. F. Goodrich Co. has made arrangements to open a branch store in Ft. Worth, with C. V. Moore as manager and Clifford Camp as assistant. In the past the Ft. Worth territory has been under the jurisdiction of the Dallas branch, of which George P. Coleman is manager. Owing to the rapid development of motor interests in Ft. Worth and vicinity, Mr. Coleman recently recommended the establishment of a branch store in this city.

DEALERS, YOU CAN'T GO WRONG WITH

Morrow Coaster Brakes!

Bicycle dealers whose business had been slipping the wrong way have checked that slip by applying the MORROW COASTER BRAKE. Equip the bikes you sell with MORROW COASTER BRAKES and you not only make a satisfied customer but you will get new business through it, as the user of a MORROW is sure to tell other riders how smoothly it works.

You can with confidence tell your prospects that MORROW COASTER BRAKES assures them of the utmost in riding ease, safety and luxury.

The live dealer who is after his full share of this season's big bicycle business will find a wonderful help in MORROW COASTER BRAKES.

Now, listen, Mr. Dealer,—We don't ask you to stock up with MORROW BRAKES and then leave you to dispose of them the best way you can. No, indeed. We have worked out many plans to help dealers sell bicycles. We have price tags, pennants, folders, sales-letters and other items—all attractively arranged—that will bring you the business.

This unusual stock of sales making material is yours for the asking. Write for it today. The riding season will be on us soon. The buying season IS here. Write NOW.

ECLIPSE MACHINE COMPANY
Elmira, New York
Licensed Coaster Brake Manufacturers

"I am the Manufacturer's Salesman—

"THE more I travel, the more I realize that a coaster brake is as necessary to a bicycle as a set of tires.

"Whenever I see a dealer trying to sell a bicycle with a plain rear hub, I actually pity him, for if that fellow only knew it, the coaster brake does more to make bicycle riding popular than anything else.

"If it were not for the safety the coaster brake assures the bicycle rider, thousands upon thousands of parents would not permit their sons and daughters to ride.

"When I was a youngster, the New Departure coaster brake was a novelty, but this marvelous invention quickly proved its worth and today every cyclist wants it.

"That is why I say that the dealer who does not put coaster brakes in his bicycles is hurting his own business. The New Departure is a selling point that makes it easy for him to get people to buy bicycles and ride them.

"I know we are right when we offer our wheels with New Departure equipment."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

BISHOP'S HARD RIDE

Bucked Snow on Mountains on Trip from Cumberland, Md., to Baltimore

BALTIMORE, Md., March 12.—One of the best informal endurance performances made by a motorcyclist in this vicinity of late is credited to E. G. Bishop, of Cumberland, Md., who recently made a trip to Baltimore through a blinding snowstorm. Bishop used a Powerplus Indian with sidecar and carried a passenger.

Bishop reports that he crossed both the South and Catoctian mountain ranges on high gear, and that the extremely severe traveling between Cumberland and Hagerstown was all accomplished in intermediate gear. Although the travelers experienced severe hardships, they were ready to start the return trip from Baltimore the morning following their arrival. On the mountain roads they were called upon to buck snow two feet deep.

TO OPEN SHOP AT WOODSTOCK

ELGIN, Ill.—Perlie L. Peck, former partner of his brother, Earl M. Peck, local agent for the Indian motorcycle, has taken over the McHenry County territory and will open an agency and repair shop at Woodstock about March 15.

FALING WITH FISK COMPANY

DALLAS, Tex., March 12.—G. C. Faling has joined the Fisk Tire & Rubber Co. as chief sales representative in Texas. Mr. Faling was formerly branch store manager at Houston and San Antonio for the Firestone Tire & Rubber Co. The Fisk Company will continue to maintain three stores in Texas, at Dallas, San Antonio and Houston, and Mr. Faling will divide his time among the three branches.

HOEHN TO SUPPLY SMITH PARTS

DALLAS, Tex., March 12.—George H. Hoehn, Dallas distributor for the Smith Motor Wheel and Smith Flyer, has also been designated as distributor for Smith Motor parts. Heretofore it has been necessary to obtain parts from the Milwaukee factory, but under the new arrangement Mr. Hoehn will be able to meet all the requirements of riders in his territory.

GRAVATT TAKES MOTOR BICYCLE

ATLANTIC CITY, N. J., March 12.—Frank P. Gravatt, who operates the Indian agency at 2522 Atlantic avenue, has just taken on the Dayton Motor Bicycle and will start an active demonstrating campaign as soon as he receives his first machine, which is now en route from the factory.

A GUARANTEE OF QUICK SERVICE

BALLINGER, Tex., March 12.—The Walker Drug Co. has installed a motorcycle delivery service. In announcing the addition to its equipment, the company states: "With our new motorcycle delivery service you can be assured that when you hang up the receiver after telephoning the order the goods are on the way."

PLAN DEALER BODY

Cycle Tradesmen of Wisconsin Will Form State Organization

MILWAUKEE, Wis., March 12.—Plans for a State organization of motorcycle dealers are being developed, and it is understood that the movement will be brought to a head during the Milwaukee Motor Power Show in the Auditorium here, March 21 to 24. As has been announced, the show is to be staged under the auspices of the Milwaukee Motorcycle Club.

It is the intention to launch the dealers' organization at special meetings to be held during the first two days of the show. The committee in charge of arrangements for these meetings comprises Jesse Edwards, of the Edwards-Crist Co.; W. H. Parsons, of *Motorcycling and Bicycling;* Lacy Crolius, advertising manager of Harley-Davidson Motor Co.; J. E. Van Toor, of A. O. Smith Corp., and Lewis Peterik, of the Mueller Cycle Co.

INDIANA SHOW SPACE GOING

INDIANAPOLIS, Ind., March 12.—More than half of the available space in the Indian cycle show has already been sold. The show is to be held in Tomlinson Hall on March 20, 21 and 22. One of the largest exhibitors in the show will be the G. H. Westing Co., Indian dealers, which have contracted for 600 square feet. Among the other exhibitors are Harry Dipple, Gus Babich and Charles Koehring. ring.

The Line that Tickles the Boy

Did you ever see a boy who didn't like a red bike? A bike that could go like a streak of lightning; that was light as a feather, yet strong enough to bump the other fellow's wheel and come out whole and sound?

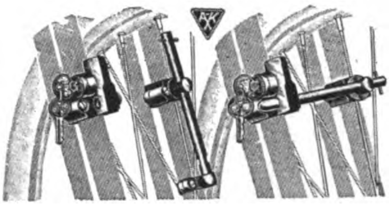
If you ever saw the boy who didn't like these things in a bicycle—you saw the only boy who isn't tickled by a RED WING. Show that one chap a tricycle, but show the rest of the real fellows RED WINGS—and get their business.

J. W. Grady & Co. **Worcester Mass.**

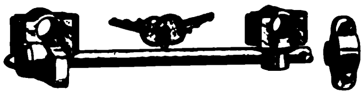
PREPAREDNESS

BEGINS WITH THE MOTORCYCLE RIDER WHEN HE EQUIPS HIS MACHINE WITH AN

A-K MOTORCYCLE LOCK



Carry your key on your key ring and lock your machine whenever left standing.

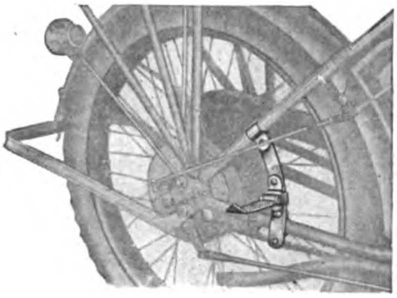


Always specify make of machine when ordering.

Demand This

Trade Mark

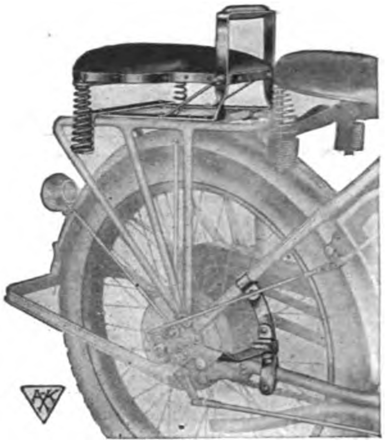
on all your accessories



No. 405. Foot Rest

WRITE FOR COMPLETE CATALOG.

ANGSTEN-KOCH COMPANY
INCORPORATED
MAKERS OF
GOOD SPECIALTIES
CHICAGO
217 Englewood Ave.



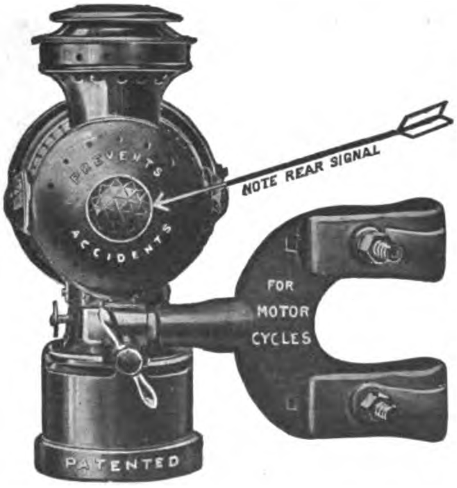
No. 1200. Tandem Seat

The Neverout

REG. U.S. PAT. OFF.

MOTORCYCLE OIL LAMP

(Patented)



Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

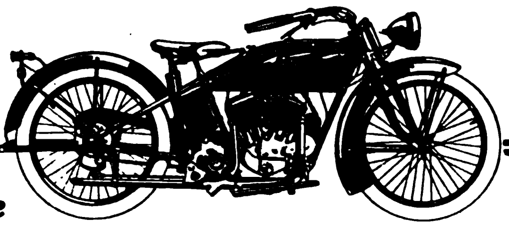
Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.



The

READING STANDARD

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company
501 Water Street Reading, Pa.

Questions and Answers

TO GET MORE SPEED

PLEASE advise me on the following: An automobile mechanic has suggested that to get more speed from my twin motor, I should have the long valve rod operating the inlet rockers brought nearer the pivot. He says that this will make the motor take more mixture and that the exhaust will take care of itself. If this is so, I would like to get a pair of rockers made to fit the way just referred to. Also would it be advisable to fit big exhaust pipes and could these be got from the motorcycle maker.

HYLAS T. WHEELER.
Haverhill, Mass.

By moving the rod nearer the pivot on the rocker arm you would get a greater lift on the inlet valve and the mixture would of course go in easier. On the other hand, there may not be room to open the valves any further than at present, so the fitting of a shorter rocker would lead to trouble. You should determine just how far the valves will open before making changes in the rocker mechanism. You can probably have rocker arms made up from the regular ones to suit the new arrangement, and any good machinist should be able to do the work for you.

The fitting of bigger exhaust pipes will not give you much more power than the pipes now fitted. To get increased power the exhaust valves should be larger and have more lift. This would mean bigger exhaust pipes, of course. But the fitting of bigger pipes won't give the same effect. We doubt if the bigger pipes would fit right on your motor, at that.

WRITE THE COMPANY

PLEASE give me the quickest method in detail for removing my three-speed gear 1916 Excelsior, to tighten the front drive chain. Also if this can be done without removing the clutch.

Brookville, Pa. BAILEY BISHOP.

We suggest that you write the engineering Department of the Excelsior company for the data you require. We see no reason for your having to take off the clutch in this operation.

FROM AUTO SUPPLY HOUSE

PLEASE tell me where I can get a 1¼-inch V-belt made of rubber and canvas. I have tried several supply houses but cannot seem to locate one.

A. F. DEXHEIMER.
Philmont, N. Y.

About the only place you can get 1¼-inch rubber V-belts is an automobile supply house. Such belts are used for fan-driving and should be obtainable in any length up to 10 feet. The manufacture of this size of belt in rubber and canvas for motorcycle use was discontinued some time ago, and they are now made for automobile work only.

AMERICAN CHAIN CO.

PLEASE tell me where I can get cross chains for the 3-inch size of Weed chains.

Detroit, Mich. J. C. MCKINNON.

Apply to the American Chain Company, Bridgeport, Conn., which firm makes Weed chains and parts. We are surprised that you cannot get the parts desired from some motorcycle or automobile supply house in your city.

OF DOUBTFUL VALUE

I HAVE a four-cylinder Pierce motorcycle in good condition, with two-speed gear. I desire to attach a sidecar to it and would like to know if the machine will pull it, and also if the sidecar needs special fittings to attach.

Danbury, Conn. ARTHUR L. HORAN.

We doubt if the machine will give you satisfaction with a sidecar attached. The gear ratio on high is rather too high for give and take sidecar work, but of course the low gear is all right. You will need special fittings for attaching a sidecar to the Pierce frame. You can start the motor by putting the machine on the stand whether the sidecar is attached or not.

FOR PERFECT IGNITION
IGNITO
COIL FILES
Just right for magnetos, spark plugs, and all electrical connections.
Price 15c each Attractive Cards for Dealers
Ask your jobber
STEVENS NEW YORK Stevens & Co. 375 Broadway New York STEVENS NEW YORK

To Buy or Sell
USE
THE MART
3 Cents a Word
Dealers—Write us for rates for advertising in our Dealers' Directory.

DUCKWORTH

Most of the leading motorcycle manufacturers are making
DUCKWORTH CHAINS
part of their standard equipment for 1917.
Riders of experience know the value of them and insist upon having them.
Unpleasant experiences with inferior grades of chain will make most of this year's crop of new riders converts to the DUCKWORTH IDEA before the season is over. But why wait until then? Get the DUCKWORTH CHAIN NOW and you will have the best that can be procured.
Duckworth Chain & Mfg. Co.
Springfield, Mass.

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

OLD SOL "HORNLITE"

WARNS BY DAY

OLD SOL "HORNLITE" SINGLE OR TWIN BULB
SWITCH FOR LIGHTS
FOCUSING DEVICE
WIRING CONNECTION PLUG AND HORN

LIGHTS BY NIGHT

PRICE $7.50

STANDARD EQUIPMENT FOR 1917 ON

THOR
POPE
INDIAN
DAYTON
HENDERSON
READING-STANDARD

And you can bet your last dollar that the level headed business men who manufacture these leading makes of motorcycles did not select OLD SOL "HORNLITE" as part of their standard equipment until a thorough test showed it to be the best hornlight on the market. Why not abide by their judgment and become a user of OLD SOL "HORNLITE" at once. Write us for information today.

HAWTHORNE MFG. CO.
BRIDGEPORT, CONN.

GIVING MIDCO DETAILS

(Continued from Page 35)

so that the battery circuit is not closed when the switch is turned to the "on" position. Turn the key gently.

The Armature

Referring to the armature section of the generator, oil must not be put on the commutator. The brushes should be examined every 1,000 miles, but unless the generator shows a low output and does not keep the battery charged, the brushes need not be changed. When, however, this condition occurs, new brushes should be put in. New brushes are needed, also, when the old ones are down to within ⅛ inch of the metal part.

If the motor misses at either advance or retard position of the breaker, look at the sliding contacts on the left side of the timer mechanism. See that they are clean and run at all positions. If there is sparking at the platinum points of the distributor blade, the condenser may be damaged. Remove wire from the terminal at the right hand side of the center of the panel, to use ignition until repairs can be effected.

If there is excessive sparking at the platinum points of the breaker lever (fitted vertically in the front of the mechanism), look for open circuits in the condenser wiring. This trouble and those in the preceding paragraph are, however, rarely met with.

With regard to the battery, it should be kept clean and mounted rigidly in its casing on the machine. One of the terminals should be grounded. The leads must not be brought together, or connected with metal objects to see if the spark is good.

MAYER CARBURETER

I DESIRE to get parts for the Mayer carbureter used on cyclecars but do not know where they can be obtained.

CHARLES B. HUNT.

Weymouth, Mass.

The Mayer carbureter is made by the Mayer Carbureter Company, 2673 Main street, Buffalo, N. Y. The Model L is the one which is probably fitted to your motor.

TAKE GASKETS OUT

I RECENTLY desired to increase the power of my twin motor for sidecar work, and on asking a dealer as to how to go about this, was recommended by him to put a metal gasket and a paper gasket under each cylinder flange. The cylinders were thus raised 3/32 inch. I find that I cannot draw the sidecar with the motor so fitted except on low gear, although the motor idles to perfection when in neutral.

Malden, Mass. HAROLD J. BROWN.

It is too bad that such advice is given around by incompetents. The fact that you raised your cylinders as you mention, increased the combustion space and lowered the compression to such a point that the motor would not by any possibility carry the load you put upon it when you attached the sidecar. With your motor, there was no necessity of changing the motor in any way; it needed a larger sprocket on the rear wheel for sidecar work. The man who told you this was either a bonehead or desired to play you a mean trick.

Take out the gaskets, then, and fit a rear wheel sprocket (or a smaller sprocket on the motor shaft) to give you 4¾ or 5 to 1 on the high gear. You will then have no trouble in drawing the sidecar. This is provided that your motor is in good condition.

A FIRST CLASS IDEA

PLEASE advise me whether it is practical to heat air for the carbureter by running a hose from the exhaust pipe to the air intake on the 1917 Harley-Davidson. If so, where could a proper pipe be obtained?

Donora, Pa. M. L. HALL

Provided that you did not take any part of the exhaust gases to the carbureter, the idea is not only practical but highly desirable on any motor. A little hood or C-shaped cap on the end of the pipe or flexible tubing should be put around the exhaust pipe to draw off warm air, and the other end of the tubing should be attached to the air intake of the Schebler carbureter. You can get tubing at any automobile supply house, or from the Breeze Carbureter Company, South street, Newark, N. J. In writing the latter organization, give the distance from the rear exhaust pipe to the intake of the carbureter and the diameter of the exhaust pipe, to facilitate matters.

To Dealers Who Know

***Brilliant* Burners**

—The Perfect Headlight—

They need no introduction.

TO OTHERS WE SAY—

With them riders get THREE TIMES the light without more gas.

Or the same light with ONE-THIRD the gas.

"Brilliant" Burners are dependable — absolutely steady, no flicker, no jarring or blowing out—even without the front glass in the lamp.

This is Electric Brilliancy with Prest-O-Lite Reliability.

"Brilliant" Burners sell, they repeat, they are advertised. The riders in your community will buy of you if you handle them. They list at $2 per set. Send today for Our Proposition and literature.

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

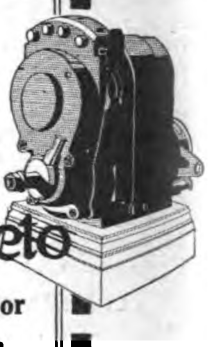
The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada.

Worth More

Does More

The

Berling Magneto



Just ask for it on your next motor

Ericsson Manufacturing Co.

1116 Military Road Buffalo, N. Y.

CORRECT FIT

No matter what make or model of motorcycle you have

F-N

can "tailor" a tandem for it to fit perfectly.

Price $11.50 Each

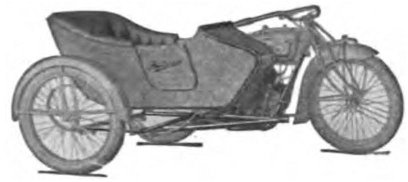
Fentress-Newton Mfg. Co.

Detroit, Mich.

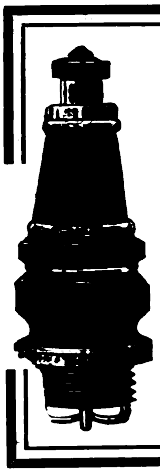
Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!



Harry Svensgaard Sales Corporation
214 Jefferson Ave. East.
Detroit, Michigan



Benton Service

You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

L. F. BENTON COMPANY
Vergennes, Vt.

Are You On The Mailing List for

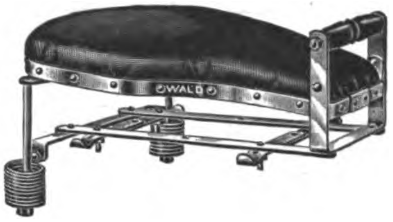
THE BIG SUCCESS CIRCULAR

for Miami Dealers?

If not, send in your name today. Tells all about Miami Dealers' successes—How they did it and how we can help you.

Send In Your Name Today

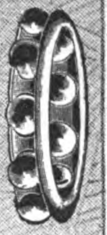
MIAMI CYCLE & MFG. CO.
1035-1051 Grand Ave., Middletown, O., U. S. A.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.



Wherever Ball Bearings are used you will find THE STAR
STAR
Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
302 West 13th St. Phone 3986 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York Bronx Branch
583 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS. ***INDIAN***
Storing, Repairing and Supplies
79th St. and Second Ave. Tel. 1933 Lenox.
Garage, 449 East 83d St.
Branch, 128 Bridge Plaza, L. I. City.
Tel. 2508 Astoria.

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2906 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
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Motorcycles $5. Write for Auto prices.

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Sold on Installments

Part cash and balance weekly

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1834 Broadway, New York.

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If you want to get in touch with some real bargains in up-to-the-minute used machines, write

HALLOCK
c/o Motor Cycle Illustrated
13 Park Row New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

1916 TWIN DE LUXE DAYTON, 3-speed, electric equipped, just overhauled, $175. L. N., care Motor Cycle Illustrated.

BARGAIN—1915 twin 3-speed Harley, Presto. Stewart front drive speedometer, tandem cushion and footrests, good tires, engine just overhauled at H.-D. factory; $160. S. L. Hoyner, Clarinda, Ia.

GET THIS—1913 Majestic Commercial Sidevan, never been used, but a little shopworn; $40 takes it. Heinz Motor Co., 611 W. North avenue, Baltimore, Md.

VALUES EXTRAORDINARY! Quoted herewith are eight real, simon-pure bargains. Not specially selected, but samples of many, many more we have (just now) on hand. Rehauled, in splendid condition, thoroughly equipped and sold on our personal guarantee of money refunded if not as represented and satisfactory in every respect. Read carefully. 1914 Big Pope twin, fully equipped, $95; 1914 H. P. Eagle twin, fully equipped, $115; 1915 9 H. P. Eagle twin, two-speed, fully equipped and tandem, run only a little, $175; 1913 fast Indian twin, A1 shape, looks like new, $90; 1915 Indian two-speed, overhauled, equipped, $135; 1915 Indian three-speed, equipped with everything, $170; 1915 Kick Start H.-D. Big Twin, fully equipped, $145; 1916 Powerplus, run 7,000 miles, equipped, $210. Full details on request. Bank references, Hyde Park National. Crout Motor Co., 791 River St., Mattapan, Mass.

FOR SALE—Indian electric head lamp, tail lamp, horn, two storage batteries, all necessary wiring; price $11.00. Percy Morgan, Greenough Place, Newport, R. I.

MOTORCYCLE MAGNETOS: Bosch, $4, $6, $8, $10 and $12; Dixie, $7; Splitdorf, $5; Herz, $4; Berling, $4; Mea, $4; A-B-C lighting generators, $17.50. Write Van's Motorcycle Wrecking Shop, 101 West Tenth St., Los Angeles, Cal.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

FOR SALE—Well established motorcycle and bicycle and sporting goods business for sale in a well-known Pennsylvania city; good agency; fine repair trade. For particulars address Penn., care of Motor Cycle Illustrated.

HARLEY-DAVIDSON, 1913 twin, tandem, speedometer, Presto headlight, Handphone. Bargain at $105. L. M., care Motor Cycle Illustrated.

TWIN INDIAN, 1914 model, electrically equipped and fitted with speedometer, watch and mirrorscope. Price $140. E. F. H., care Motor Cycle Illustrated.

FOR SALE—One 1915 neutral countershaft, $10; two carbureters, $5 each; all A-1 condition. About $50 worth of parts, new and used; the lot $10; all Indian. Pratt's Motorcycle Exchange, Brownsville, Pa.

USED MOTORCYCLES ON EASY PAYMENTS—Send for our list of makes, prices and terms. Number of machines limited. Send stamp. Strogonoff-Godfrey Co., Inc., 103 State street, Schenectady, N. Y.

FOR SALE—Twin Indian racer, ported, just rebuilt at factory, exceptionally fast, new tires; price $85. Roy Matthews, Box C, Clarinda, Ia.

BARGAINS—Pope single, $35; Excelsior single, overhauled, $45. C. C. Williams, Reed, Ky.

WANTED—Bicycle motor with magneto. Will trade phonograph and typewriter. Box 777, Van Voorhis, W. Va.

POPE LIGHTWEIGHT, 1916 demonstrator; has not been run over ten miles. Bargain at $100 for quick sale. G. J., care Motor Cycle Illustrated.

HELP WANTED

WANTED—Good, reliable man to travel in Middle West for one of the larger motorcycle manufacturers. Applicant must have had experience in calling on retail bicycle and motorcycle trade. Apply in own handwriting, stating age, experience, salary expected, and references. E. M., care Motor Cycle Illustrated.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man on Indian motorcycles wanted. Must be sober and a good workman. Sykes Motor Co., 37 E. Long street, Columbus, Ohio.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED — Short-coupled Harley-Davidson frame, tanks, and rear-guard. Either or all. Box 1689, Atlanta, Ga.

WANTED—Model 1915 Harley-Davidson sidecar; state condition. C. A. Rosendahl, Kindred, N. Dak.

WANTED—1916 Harley-Davidson sidecar in good condition. State price. Palmer, 148 Montague St., Brooklyn, N. Y.

WANTED—A three-speed 1916 model Harley-Davidson or Indian motorcycle, in first class running order. Harold P. Smith, Box 404, Groton, N. Y.

REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEMS

A Business Builder At Your Hand

You should thank Harley-Davidson for putting Remy equipment on its machines, if you are a Harley-Davidson dealer.

You should thank Harley-Davidson for giving you this great advantage, just as the buyer should be grateful.

In adopting Remy, Harley-Davidson has placed in your hands a powerful means for building a bigger, better business.

All you have to do is to use it. You can use it by pushing the sale of Remy-equipped machines.

If Harley-Davidson engineers had not proved Remy to be more efficient, they would not have adopted it more than three years ago.

If the Harley-Davidson sales department did not see greater sales possibilities in Remy, they wouldn't offer it to you.

Harley-Davidson must succeed through its dealers' success. There is no other way. Therefore, Harley-Davidson must know Remy to be good.

See what it does for the customer. It gives him reliable ignition. It gives him easier starting in winter. It gives him electric light. It gives him an electric horn.

In short, it gives him far greater convenience and satisfaction with a motorcycle than he ever had before.

See what it does for you, the dealer. It widens your sales-field. It means a better business.

It means, above all else, satisfied customers — and all business is built on its customers' satisfaction.

Since that is true you should need no urging—from Harley-Davidson or from us —to push the sale of Remy-equipped machines.

Looking at it from a perfectly selfish standpoint, it is to your advantage to do so.

Looking at it from the standpoint of your customers, it is also to your advantage.

The answer is plain. Sell Remy-equipped machines.

CONSTANT REMY SERVICE

Remy Electric Company
Sales and Engineering Offices
Detroit, Mich.
Factories and General Offices
Anderson, Indiana

EXCELSIOR!!

THE TOP OF CAPISTRANO HILL REACHED AT LAST BY MOTORCYCLE

For years it has been the ambition of motorcyclists to climb to the top of the exceptionally steep, sandy, boulder strewn Capistrano Hill in California. Hundreds of expert riders on almost every make of machine had made the attempt every year but always the leaders were compelled to give up while still far below the summit. It was generally held among riders that the machine had not yet been built that would reach the top.

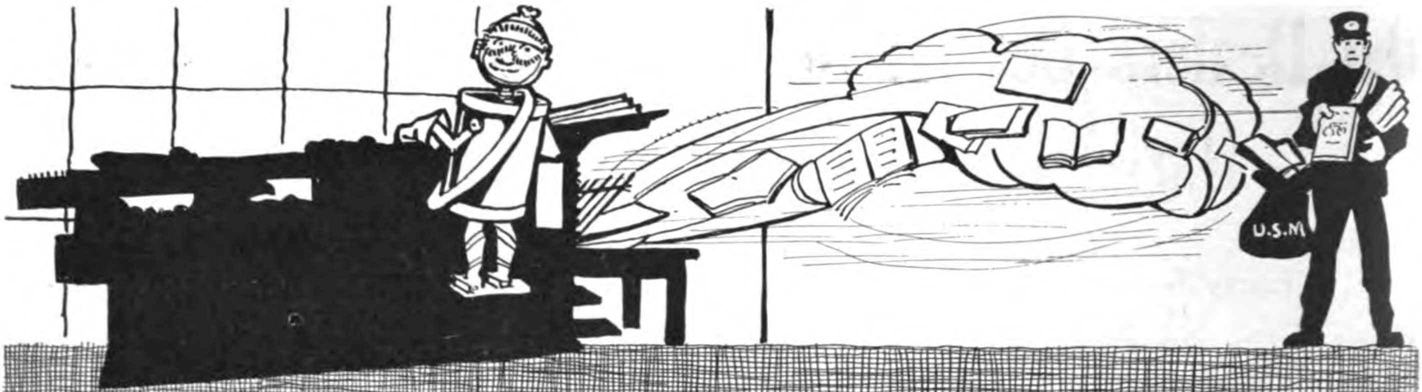
But on March 18—this year—C. Lambert riding a *Series 18 Excelsior* succeeded in topping the hill officially—not once — but twice. *No other machine* out of the large number of starters *reached the top.* The second honors in the free-for-all event went to Bert Gilmore who also rode an Excelsior. Lambert also won the stock event with an *Excelsior.* He climbed 342 feet.

These achievements simply prove again the superiority of Excelsior construction. Besides the Series 18 Excelsior we have other types—types for every requirement —different in power and weight but all built alike—built right. It will cost you nothing to ask the dealer about Excelsior Motorcycles or write us for illustrated booklet.

DEALERS: Send in your order for 300 foot film showing Excelsior supremacy in this event.

EXCELSIOR MOTOR MFG. & SUPPLY CO.

Office and Factory, 3703 Cortland St. Chicago, Ill.



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CHICYCO 1917 CATALOG

BIGGER AND BETTER THAN EVER

THE LARGEST AND
MOST COMPLETE
CATALOG OF
BICYCLE AND
MOTORCYCLE
SUPPLIES EVER
ISSUED.

NO GOODS SOLD AT RETAIL

CHICAGO CYCLE SUPPLY CO.

FACTORY DISTRIBUTORS TO THE TRADE
BICYCLE AND MOTORCYCLE SUPPLIES
815 TO 823 S. WABASH AVE. CHICAGO, U.S.A.

Our Dealers Get the Advantages of the Remarkable Harley-Davidson Factory Organization

Early Season Deliveries

Efficient factory management made it possible for Harley-Davidson dealers to get early season deliveries ahead of their competitors, thereby securing the most easily closed sales of the whole year.

Engineering Department

It is well known in the trade that the Harley-Davidson engineering department is the most progressive in the industry. Each season the improvements and refinements incorporated in the new Harley-Davidson have set the pace and made it possible for our dealers to get the most profitable business of all, the sales to experienced motorcycle riders who want the best of everything.

Quality Workmanship

The many and varied exacting inspections insisted on throughout the Harley-Davidson plans have made it next to impossible for defective material to reach the final assembly department.

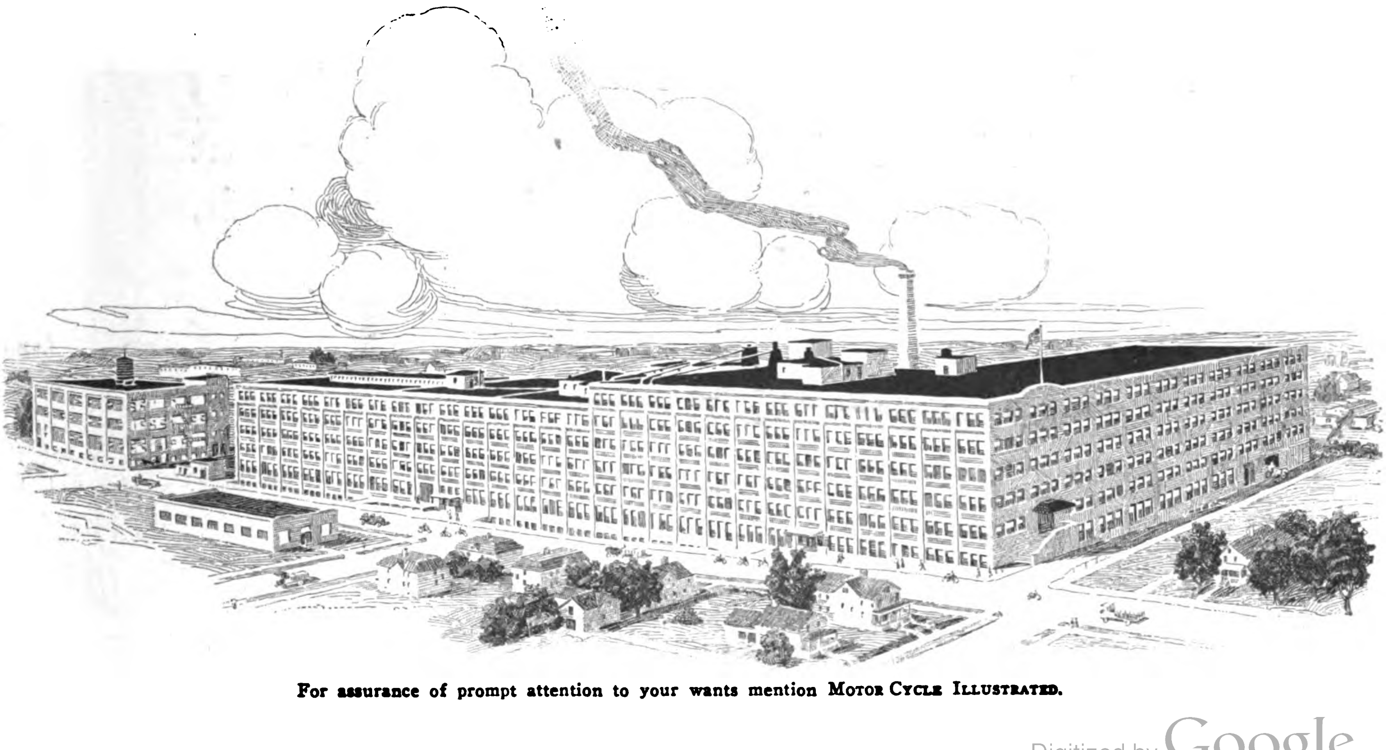
After assembling, the machines undergo a thorough motor test and most careful inspection throughout, so that Harley-Davidson dealers know that when they take a new machine out of the crate it has been properly adjusted at the factory.

Unmatched Confidence

The remarkable confidence Harley-Davidson dealers have in the Harley-Davidson organization has for years been a source of much wonder to the motorcycle trade at large. The people we have been doing business with have found out that the Harley-Davidson Motor Company lives up to its promises and that Harley-Davidson products do all that has ever been claimed for them.

We welcome correspondence with dealers interested in making connections with a selling organization with one big object in mind—that of constantly increasing its dealers' business.

Harley-Davidson Motor Co.,
Milwaukee, Wis., U. S. A.



FORESIGHT

distinguishes the dealer who stocks the 'Usco' *---the tire that is virtually an automobile tire for motorcycle use.*

Big sales mean profits, and the 'Usco' Tread Motorcycle Tire is rapidly becoming THE motorcycle tire of 1917-sales-year. ACT TO-DAY.

Whenever you specify 'Usco' Tires, you specify profits *and at no expense to yourself.* The manufacturer is always glad to equip his machine with the 'Usco' Tires at your request, *without charging a cent for it.*

United States Tire Company

1790 Broadway, New York

MOTOR CYCLE ILLUSTRATED

For the Rider and the Trade

13 PARK ROW
NEW YORK

D-EALER-MOTORC
Motorcycle Agency

Volume 13 **MARCH 22, 1917** **No. 12**

Staging a Hill-Climb

Full Set of Regulations to Govern Competition; Pointers on Selecting a Suitable Course; Determining Victors According to Time or Distance Covered Proves More Popular Than Scientific Formula System

Remarkable Growth of Interest in Hill-Climbs Assures Scores of Such Programs for the Season Now Approaching

BY E. B. HOLTON

ADVANCE bulletins from many sections of the country give strong proof of growing interest in the hill-climb as an exciting, and at the same time constructive, form of motorcycle competition and it is safe to say that more climbs will be staged during the coming summer than in any previous year. The hill-climb is a somewhat simpler contest than the endurance run, requires only a few officials, crowds a lot of interst into a comparatively short time, and has the additional advantage of concentrating the affair on a relatively short course instead of spreading it out over 200 or 300 miles of highway.

Far be it from me to disparage the endurance run or the reliability contest, for they are both important and we ought to have more of them; but in fairness to the hill-climb we must admit that it offers attractions not found in other branches of competition open to motorcyclists.

Careful Judging Essential

With hill-climbs being scheduled for all parts of the country, and the riding season about to open, it is time to consider the conditions and regulations necessary to the success of such programs, and it is the purpose of this article to bring out some of the high-lights of the situation. It goes without saying that a poorly managed hill-climb—one, for example, in which the judging is not absolutely fair and the awarding of prizes impartial—will do much to discourage both riders and dealers in any given district. So it is important to have a sound working basis before the competition is staged.

No great interest has been aroused so far in the promotion of hill-climbs under the scientific formula in this country, the riders preferring simply to make the ascent against time or to tackle an impossible grade and give the victor's laurels to the chap who makes the longest upward dash. The latter idea originated in California, where "hills is hills," and has met with strong approval. It is now catching on quite a bit in the East and Middle West.

OUR NEW COMPETITION SERVICE BUREAU

WITH a view of assisting clubs, and other promoters, in planning contests Motor Cycle Illustrated inaugurates with this issue a Competition Service Bureau, in charge of Elliott B. Holton, veteran roadster and writer on motorcycle subjects.

Under this arrangement it will be possible to give systematic attention to the numerous requests received by this journal for competition information. Scores of such requests were received last year and the 1917 crop is already appearing.

Mr. Holton, who has made a long and careful study of motorcycle competition, will give suggestions and answer inquiries through the columns of Motor Cycle Illustrated, or, if necessary, by mail. Communications should be addressed to him in care of Motor Cycle Illustrated, 13 Park Row, New York.

Now let's get down to business. In the first place, a competent committee should devote considerable time to selecting the hill for the climbing program. It should be a fairly accessible grade, for in order to be wholly successful a hill-climb should bring out a good-sized crowd of spectators in addition to a strong lineup of participants. The course should be as straight as possible, whether on a road or in an open field, and should be severe enough to guarantee a true sporting test of both riders and machines.

The List of Regulations

The following rules are suggested for conducting a climb, being based upon long observation and pretty keen study of the requirements of both the promoting club and the competitors:

1.—All contestants must be F. A. M. riders in good standing, and should be required to display their Federation cards before entering for the contest.

2.—Contestants shall be allowed three trials each, in the order of their position (drawn before the start), and the fastest time for the full ascent, or the greatest distance covered, shall determine the winner in each event, according to style of judging decided on by the officials before the opening of the program.

3.—In case of a tie, a fourth trial shall be allowed each of the tieing contestants, and the result thus obtained is to be final.

4. All contestants, whether driving solo or sidecar machines, must be astride their mounts at all times throughout the climb, but this is not intended to prevent a rider from dragging one or both feet while

straddling his mount. Should a contestant dismount and run alongside his machine, his climb shall be measured only to the point where he dismounted.

5. A dead-line shall be established, beyond which any failure on the part of a contestant to make a complete ascent shall be counted as a trial. Once he passed that line his climb becomes an official trial, no matter what difficulties he may encounter in the remainder of the ascent.

HOW IT IS DONE IN CALIFORNIA

THE remarkable photograph at the left, showing a recent motorcycle competition on San Juan Capistrano Hill, under the auspices of the Orange County motorcycle dealers tells a striking story of the interest aroused in California by hill-climbing programs. The grade on this hill is 50 per cent. at the easiest part. Note the great number of motorcycles and motor cars in the background.

6. In trials for the sidecar class, the passenger in each case shall weigh not less than 120 pounds, and he shall not be permitted to touch the ground once the sidecar is in motion for the climb.

7.—Chains, ropes, or any other anti-skid devices can be permitted, and the removal of the rear mudguard or the muffler may also be approved, in the discretion of the committee in charge, a decision being reached and plainly stated on these points, of course, before the program is opened.

8. The course to be followed in ascending the hill shall be clearly marked as to side lines, and any rider going outside the boundaries shall be credited with climbing only to the point where he went out of bounds.

About the Regulations

In explanation of these regulations, it may be well to emphasize some of the toplights and tell why they have been found essential to the success of hill-climbing competitions.

Regarding the F. A. M. registration of riders, it is necessary of course that all participants be members of the Federation in order to compete under an F. A. M. sanction. We assume that the hill-climb promoted by any wide-awake club or dealer will be run under a sanction, because that means that there will be a duly appointed and recognized referee on the job who will see that the rights of all competitors are protected. Even in the carefully managed contests, little disputes are bound to arise, and it is well worth while to have a reliable F. A. M. official on the scene to settle their matters and to avoid all unpleasantness.

The writer favors the scheme of making awards on the basis of fastest time, or greatest distance covered, because under such arrangements credit will be given to the cleverest and most daring rider of the field. When prizes are given on the basis of the best average climbs, it is the motorcycle that receives the bulk of the credit, throwing the rider himself somewhat in the background; but the system referred to above gives the honors to the rider and is thus a better breeder of enthusiasm. When you see a field of thirty or forty competent riders striving for climbing laurels you will realize that the skill of the rider is the biggest factor for success, and that he should be credited accordingly.

About Stopping

It is important to have it thoroughly understood that no contestant can dismount without ending his climb right there. Otherwise, some of our husky young chaps might cause a lot of confusion by pushing a balky machine over a critical point and then making a fresh start and winning the event. There is small chance of such a development, of course, but it is the part of wisdom to have a good, clear understanding of the point anyway. Some clubs and promoters may decide to disqualify a rider the moment he leaves his saddle during a climb, but the writer is inclined to believe that contestants should be given all the leeway possible.

"Dead-Line" Is Necessary

The dead-line referred to in the foregoing should be established about 25 feet beyond the starting point, thus allowing the nervous chap who fumbles with his gearshift to stall, if he is unfortunate enough to do that, and still get another chance. A rider may sometimes be "balked" by spectators running across the course just as he is starting, and the dead-line would also give him another trial. In almost every climbing program it will be found that the dead-line will help matters.

By making 120 pounds the minimum weight for a sidecar passenger, the promoting club will eliminate claims after the contest that this or that rider had an advantage because he carried a passenger of exceptionally light weight. It may not happen very often that such claims will be made, but the writer has heard of them and feels that the 120-pound provision is worth having in the regulations.

The regulation prohibiting the sidecar passenger from touching the ground after the start of the trial is intended to guard against confusion arising from the passenger dropping off or even pushing with one foot. The regulation does not prevent a clever passenger from climbing out on the rear mudguard, however, and thus giving the machine additional traction at a critical point.

Special Equipment

The writer believes that the use of anti-skid devices should be allowed, because they add to the keenness of the competition, but it is a question for each club to decide whether the contestants shall be permitted to remove rear mudguards and mufflers. Whether these privileges are allowed or barred makes no great difference, but the decision should be reached before the opening of the program.

By forcing each rider to follow a certain course in climbing the hill, the conditions will be kept uniform for all. This would not be the case if riders were allowed to wander all over the landscape.

Last, but not least, comes the matter of having efficient men to start and time the riders. It is essential to have good reliable men at both bottom and top of the hill. It is something of a hardship for a contestant to have to ride the hill more than three times, and that may be necessary if the starting and timing is not properly attended to. There should be at least three timers, if possible, at the finishing line with stop watches. Then the chance of an error slipping in will be reduced to zero—with the rim knocked off.

Who Has License Tag No. 1?

Are You the Rider, or Do You Know the Man Who Totes Around Motorcycle License Tag Number 1 for Your State? If So, the Fellows Who Are Not So Lucky Would Like to Know Who He Is

Here Are Eight Riders Who Have Landed the Coveted Tag for 1917

BY E. F. HALLOCK

WHO'S "No. 1" in your state, fellows? Kind of hard to answer unless you happen to be the chap yourself, or happen to know him personally. It is kind of interesting to know at that, for matter of fact as most of us are, there are few of us who do not have a certain amount of respect, in some quarters amounting almost to awe, for the man with gumption enough to beat the rest of us to it and land a place at the head of the procession.

Quackenbush Wins Out

Now just between you and me, I would dearly love to have that license No. 1 tag for New York State for my own machine. And I dare say that each and every one of the fellows who ride motorcycles would like to have the premier tag for his state—that's simply human nature.

But there's no hope for me. Paul H. Quackenbush of Herkimer, N. Y., an Indian rider, beat me to it by several thousand, and Quackenbush writes that he is mightily pleased and somewhat proud of the distinction and prestige which it nets him.

Grover C. Lutter, Deputy Sheriff of Racine County, with headquarters at Racine, and who at the same time is Captain of the Motorcycle Squad of the Racine Police, is happy in the possession of License Tag No. 1 for Wisconsin. Lutter writes that for his purposes it has its drawbacks, however, in that the speedsters and others can readily spot him—a fact which militates against his nabbing some of those who otherwise might come within the pale of the law.

Norman C. Hopper, of the House of Hopper, Harley-Davidson distributors for Salt Lake City and environs carries the coveted number for the Mormon State. And here's what he thinks of it:

"Gentlemen—We are inclosing our Motorcycle License No. 1 picture, as per request.

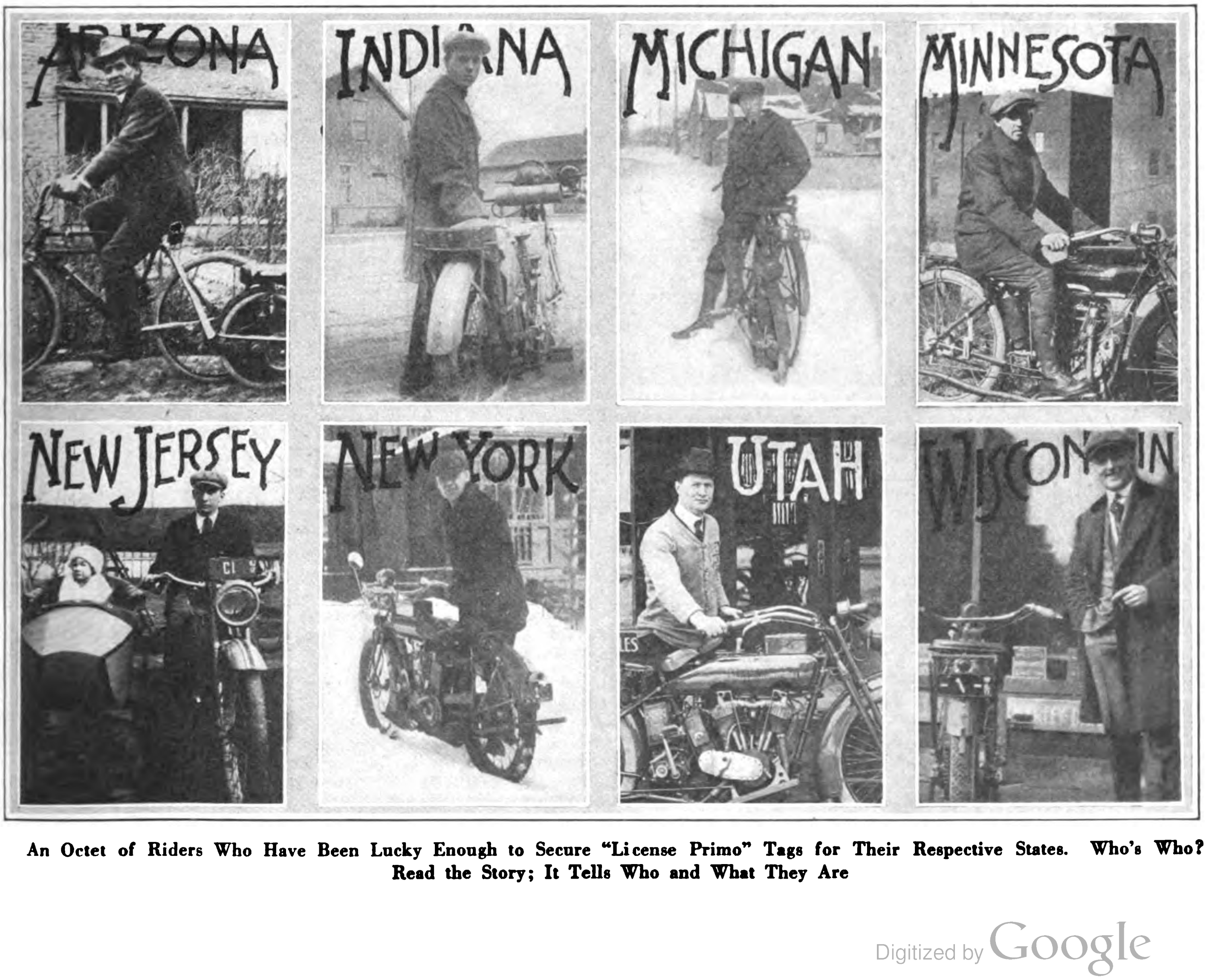
"This is a great number to ride. One does not have to have any tools and can throw his tire repair kit away. I do not know whether it will run without gas or not, but it sure chases all the jinks way.

"Me and the Gov."

"I wanted No. 1 for the extra publicity that it gives us, so I went after it and got it. We use this number for our demonstrating machine. Some of the boys want high numbers so the police cannot read them, but we are about as law abiding as they make them. The Governor has auto license No. 1, so now it is 'Me and the Gov.' N. C. HOPPER."

An Excelsior rider of Muncie, A. Bissemeyer by name, through "pull" or perhaps just dumb luck—he did not tell us which—was presented with a tag with numeral 1 for the state of Indiana this year. Is he proud of the fact? You just bet he is.

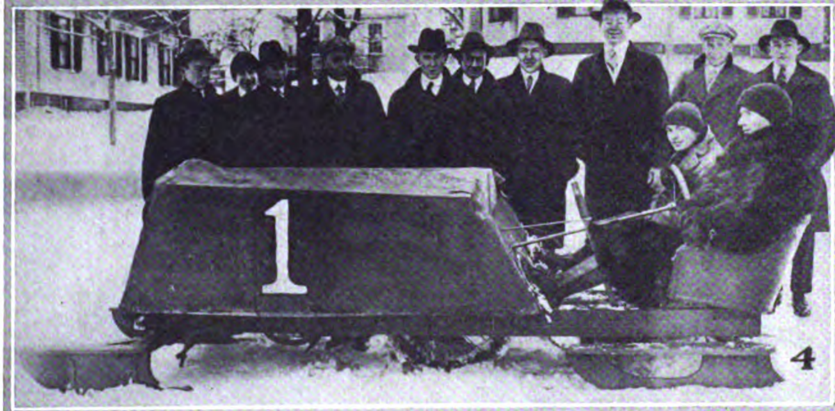
(Continued on page 36)

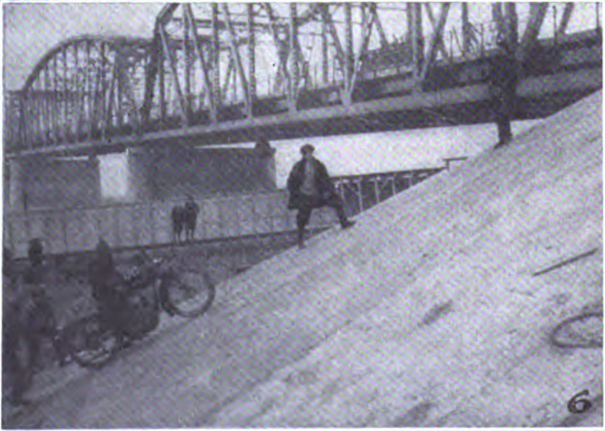


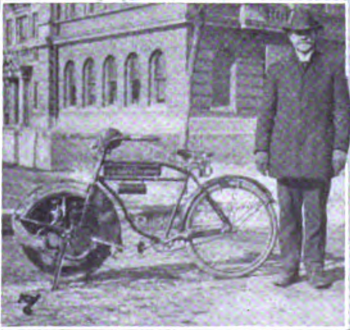
An Octet of Riders Who Have Been Lucky Enough to Secure "License Primo" Tags for Their Respective States. Who's Who? Read the Story; It Tells Who and What They Are

The Weekly

NEWSY EXPLOITS OF THE CAMERAMA







REEL 1, Scene 1—As T. E. Berry, Los Angeles Thor-Cygnet distributor, and Frank Reed, **Motor Cycle Illustrated's** correspondent, were coming in from a trip they were hailed by this war veteran, 86 years old, who declared the outfit was just what he had been hoping to see. Berry has him down as a prospect.

Scene 2—Many miles from "home sweet home"—but with the Reading-Standard-Rogers combination miles are but minutes.

Scene 3—Rider Shade, on a Henderson, who was the only one to finish with a clean slate in the 285 mile reliability run of the Vallejo M. C. last week.

Scene 4—This motorbob covered many hundreds of miles in and around South Manchester, Conn., this winter. It was made by Richard Schuetz, with a motorcycle as a power plant.

Scene 5—H. W. Bolder, of Ironton, Minn., returning from his hunting lodge, using his Henderson sidecar combination to carry the game which he bagged.

Scene 6—Here's something like a hill. It is the abutment of the Columbia Inter-state bridge connecting Oregon and Washington, and the grade measures 48 per cent. C. Fygone is just starting up the incline on his Powerplus Indian.

Scene 7—E. F. Braucher uses this Dayton motor bicycle in his duties as salesman for the Fred Zerr Pickle Co., of Denver, Colo.

Scene 8—Ready for the start, showing Mrs. Phil Schoenberger and little Phil, wife and son respectively of the Harley-Davidson dealer at Deadwood, S. D., about to start on a run.

Motorgraph

RESENTED IN TWO REELS ~ ~

DEFENSE OR TRIBUTE?
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REEL 2, Scene 1—A Dayton which was used with good effect by one of the many Fox Theatres in New York to advertise a special patriotic film.

Scene 2—Harry Bracken, who handles the Harley-Davidson in Yonkers, N. Y., says this four-footed fan is one of the most enthusiastic motorcyclists on his lists.

Scene 3—Members of the Los Angeles M. C. and their friends facing the camera man.

Scene 4—Riding solo on the ice and towing a crowd of skaters is a "cinch" on a Cleveland, take it from Leslie Wintsch, of Newark, N. J.

Scene 5—Smith Motor Wheel forecar used with good effect for quick delivery service at Madison, Wis.

Scene 6—Another fair—as to face and form—rider of Los Angeles. But when it comes to motorcycle riding ability Miss Pyrrne Falkenstrom is considerably more than fair.

Scene 7—Exemplifying road fellowship. A couple of touring motorcyclists snapped in Colorado.

Scene 8—The Ford Gas Regulator and Electric Co., of Denver, Colo., uses this Harley-Davidson and sidevan.

Scene 9—Harold F. Shelley, who handles the Henderson in Larkin, Fla., labeled this photo "A pair of real beauties."

Scene 10—Chief Silver-Tongue played an important role at the Indian Day celebration at Al Crocker's Wigwam in Kansas City. The photo shows Chief Silver-Tongue being piloted to the wigwam by T. C. Butler, special Indian representative.

Scene 11—A gathering of Miami, Fla., riders on various makes of machines snapped on a recent run to Palm Beach.

The Fresh Ike

Part 2 of a Thrilling Little Motorcycle Racing Story in Which the Moral Is So Obvious That It Is Painful

Complications Pile Up Aplenty as Plans Are Completed for the Speedfest, but the Mystery Disappears in Time, and So Does the Money

Read This Before You Do Any Betting with a Freckle-Faced Tornado Rider on Friday the 13th!

By GEORGE M. JOHNSON

PART 1 told of the meeting with the Fresh Ike, and of his boastful offer to match his rattle-trap Tornado machine against Pete Conway's new Regal. It seemed a shame to take money under such conditions from the seedy stranger, but Conway, goaded to desperation by the taunts of the Tornado enthusiast, puts up a wad of real currency and agrees to race. Then the plot thickens. Just how thick it becomes before the grand blow-up is told in the final installment which follows.

WE cover the fifteen miles home at a forty-five pace, Pete stopping at the bank to replace the fifty he borrowed. Then we drift back to the shop, where Pete turns the kale over to Jenks, who's in his office with a stranger, a traveling salesman for an accessory house. Pete's so tickled that he starts to tell the whole story.

The stranger pricks up his ears right away, but doesn't say anything at first. All of a sudden, though, he emits a large chortle.

"Was that Tornado rider a freckled cuss with one upper front tooth chipped off?" he asks.

"Yes," grunts Conway, "he was. What of it?"

"And he rode a machine that was such a sorry looking mess that you were ashamed to be seen with it?" he continues.

"Why the suspense?" growls Pete, beginning to suspect things. "Somehow I'm feeling glad I'd bet no more than twenty-five."

Deceptive Appearances

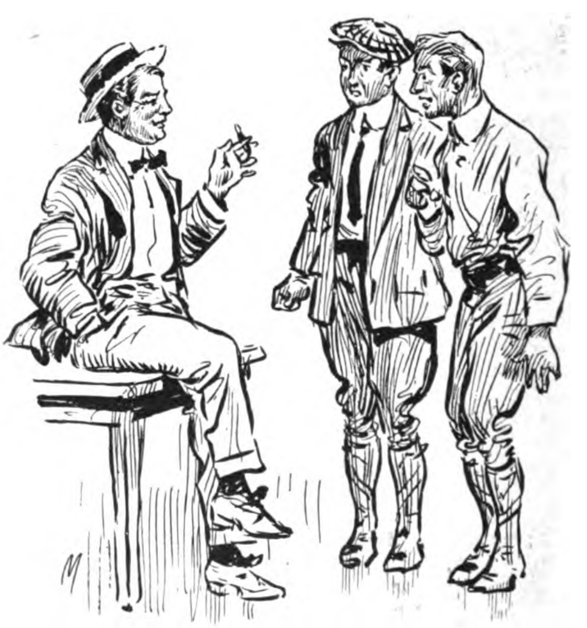
"Well, that Tornado's bum looks are all on the outside; inside there's no motor in the U. S. A. in better shape; her record in competition is only ninety miles an hour. She's one of the fastest racers that ever left the factory. The lad that rides her used to work in the Tornado factory, and he knows enough about motorcycles to make one out of an old kitchen range, some gas pipe and a clothes wringer. Now he's a professional racer for the Tornado people, but when there's nothing better to do he amuses himself by riding around the country kidding wise, know-it-all Johnnies to race with him. Last summer he cleaned up over five hundred dollars that easy way.

"When he's playing for a sucker he makes his motor limp worse than a hoppy toad with the rheumatism by keeping the air shutter in the carbureter closed tight. Any motor would balk at that, of course. Then towards the end of the race he opens the air up, and swoosh! all is over but settling with the stakeholder."

Pete glances at me. He don't say a word, but his look holds more conversation than a Chambers novel. Jenks and this stranger see it, and they laugh like there's a joke hidden away somewheres.

"And I'll bet a cigar," the fellow goes on, "that he made his motor kick in on a steep hill and then pushed it to the top while you chaps waited for him. That's his favorite trick."

Pete sneaks another look at me, and then the two of us sort of ooze out of the office. While we're holding funeral obsequies for our seventy-five bones out in the showrooms, the drummer calls to us. We parade in, as cheerful as if trailing a hearse with the band playing the Dead March in Saul, and we draw another laugh. But it doesn't seem so gosh darned funny to us, you bet.



"That Ike's a Professional Racer"

"Now I don't like to see you fellows stuck this way," the drummer begins, "and I'll give you a tip." He says it just like he was making Pete and me a present of a cool million dollars. "Here's what you want to do. Go into this race as if you didn't suspect anything, but slip in a good heavy bet against yourselves. Get the idea?

"You say Peters is holding the stakes. Well, that makes it pretty soft. Most likely he doesn't know anything about this fellow, and he'll probably ride out with quite a young crowd. Picking up bets ought to be as easy as eating pie."

"But it's rotten sportsmanship to bet against ourselves that way," objects Conway. As I said before, Pete's one square chap.

The Drummer's Solution

"Look at what's being slipped to you, though!" cries the drummer, "and besides, you can try hard enough to win. This isn't throwing a race. Even if you ride your fool head off you've got no chance against that motor. Man, dear, be reasonable!"

"There's something in that," Pete agrees. "But even so, neither of us could put up a bet. Anyone would smell a bushel of rats right off the reel."

"Yes—um—hadn't thought of that," mutters the drummer. "I guess you'll have to get a third party to put up the money for you."

"I tell you," yelps Pete, all enthused. "*You* do it!"

"*Me?*" cries the drummer. "Nix on that stuff! I don't want to get into the tangle."

Pete and I argue with him, telling him that none of our friends would answer, which is the truth, of course, and finally he falls for it. And when he does flop, he flops hard.

"You'll have to put up a good lot of coin," he says, "because you're going to lose that seventy-five anyway—say two hundred and fifty."

It crimps our bank accounts some, but Pete and I agree to everything; we each write Jenks a check for a hundred and a quarter, and he gives the money to the drummer. Jenks also offers to lend him a motor so's he can plug out to the Newton track, but he's not used to riding, he says, and prefers to go by trolley.

All Hands at the Track

Well, sir, ten o'clock next day sees us all at the oval. The drummer's all dolled up, his nails just manicured; he looks like a stage door Johnnie. Joe Peters is there, along with several of his riders, and finally a stranger blows in driving a racy little roadster.

"Happened to hear in town that there's something doing here, and so I came over," he says. "You riding in this race, brother?" he asks Pete, who's sitting in the saddle, wearing a racing helmet and all the regular togs.

If there's one thing that gets Pete's goat quick it's having a stranger get affectionate that way. But this time he never peeps.

"See that sawed-off fiddling with the wreck over there?" he asks. "Well, that poor fish thinks he can trim me in a race, and what's worse, the boob's betting money on it. Can you beat that?"

The Ike Continues to Stall

Conway kicks over his motor and turns into the track for a warming up spin. He goes around in mighty good shape, his machine ticking away with the harsh growling burr of a machine. The autoist watches a minute and you can see that he's impressed; then he ambles over to the fresh Ike and his mount.

"Going to race, are you, brother?" he inquires, and when he really takes in the beauties of that poor old crock he just bubbles.

"Whatcha laughing at?" snaps the Ike.

"Oh, nothing much," chuckles the stranger. "Only I was wondering if I couldn't lend you a shoestring or something to fix your motorcycle."

The Ike don't say anything, but he grunts to himself as he fusses away at his intake adjustment. Then he goes out for a warmup. Great snakes! If I wasn't wised to his game, I'd feel like a crook to have a bet against. The way the crock backfires and kicks and wheezes is all of a scandal. Any motor would, of course, with the throttle open and air closed. Somehow he rides around to the starting point, and the newcomer has him by the arm before he's stopped the motor's suffering.

More Complications

"Say, brother," says he, "do I understand that you're betting that you can beat this other machine?"

"Sh!" whispers the Ike, mighty earnest. "Lemme tip yuh off; that guy ain't gotta chanct against me. This machine don't look like much, but lemme tell yuh, bo, she's a racing motor, she is. I'm giving it to yuh straight."

And, of course, what makes it funnier than a Chaplin film is the fact that he *is* giving it straight. But the lad just lamps the poor old relic and laughs in the Ike's face, like Conway and me the day before. He's fat, and when he laughs he shakes around so he can hardly stand up.

"That's a good one!" he burbles. "If you give me two or three yards start I'll trot around the track twice while that motorcycle of yours is deciding whether to run or not."

Then he laughs some more. His next play is to stuff one pudgy fist down into his pants, and after considerable struggle he blasts out a wad of real United States money.

"Ain't there standing room for me somewheres?" he inquires anxiously.

Then the Ike fair froths at the mouth.

"Look at me, all yuh ginks!" he raves. "I'm the onluckiest guy in the world, barring none. Here's the chanct of a lifetime, and so help me, bo, I ain't gotta cent to bet with. I forgot to bring my money!"

"Just what I thought," mutters the plump party, and he starts to shove the roll back.

Here's where our traveling salesman horns in.

The Corset Model Speaks Up

"Do you really think you can beat that dandy-looking new motorcycle?" he asks the Ike in a Percy-ribbon-clerk sort of voice. Pete's machine sure does look flossy alongside the crock.

The fresh Ike pretty near keels over.

"For the luvva Heaven!" he snorts. "However did *you* sneak in through the box office? Me beat that?"—pointing to the Regal. "*Me* beat *that!* Why, o' course I can beat it!"

The disappointed chap stops crowding the wad down into his clothes.

"Do you know," chirps the drummer to him, "I really believe this chappie may win the race. He seems so confident, you know."

"Want to bet?" and the wad comes out of winter quarters again.

Right there the drummer pulls a play that wins my heart. It makes me feel that this world is a pretty good little old place to live in after all.

"Certainly," he says, "but since you're betting on the nice looking motorcycle and I on this dirty one, really you ought to give me odds."

"All right, Daisy; two to one on the Regal. How much?" I guess he figures he may place five or ten dollars.

"I'd like to bet $250," coos the drummer, "if that isn't too much."

"My Gawd!" gasps the fresh Ike. "Looka what the corset model's gone and done! I'm glad somebody's got sense enough to bet on me."

They're Off!

The sport naturally is surprised, but he peels five hundred off his roll—it's still plenty big enough after the operation—and the seven fifty is passed to Joe Peters to hold. That makes nine hundred up on the race, all of it in Joe's pocket, and he sure does look important as he struts around.

"Now, Pete, don't make any bull," I whisper, as we push the Regal out on the track. It's a five mile race—that's ten laps. I'll keep count and signal you each time. We know this Ike's game; he'll let you keep a good lead up to the last lap or so, and then he'll open the air shutter on the carb. With that ninety-mile-an-hour racer of his, there's no danger of your getting so far ahead he can't catch you."

"I've got the dope straight; don't worry," says Pete, as the Regal begins to purr.

The race is a flying start, and both riders make the circuit of the track once, the Tornado backfiring as bad as ever, while Pete's boat runs like the little lady she is. Anyway, they roll over the starting line front wheels together, and Joe Peters, who's been asked to serve as referee as well as stakeholder, gives 'em a wave. They're off.

Conway jumps into the lead right way, according to schedule, the crippled Tornado wheezing along behind. At the end of lap one Pete's a hundred yards to the good and gaining steadily. You can see that the fresh Ike knows how to ride, though, for he's flat on the gas tank to cut down wind resistance, and he takes the curves all open, like a veteran.

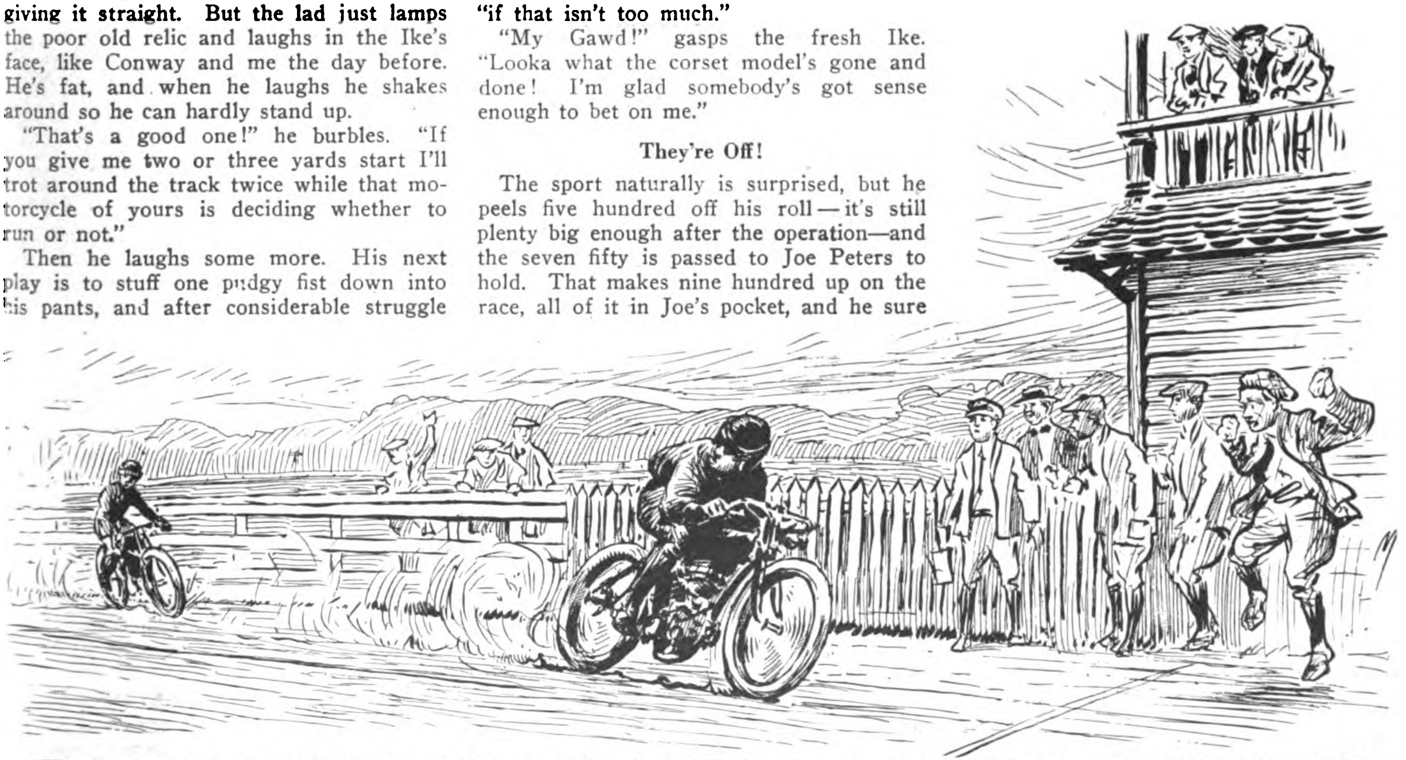
A Change of Face

Things go that way for eight laps—four miles—when Pete's fully an eighth of a mile ahead.

"About time for the fireworks," I think to myself.

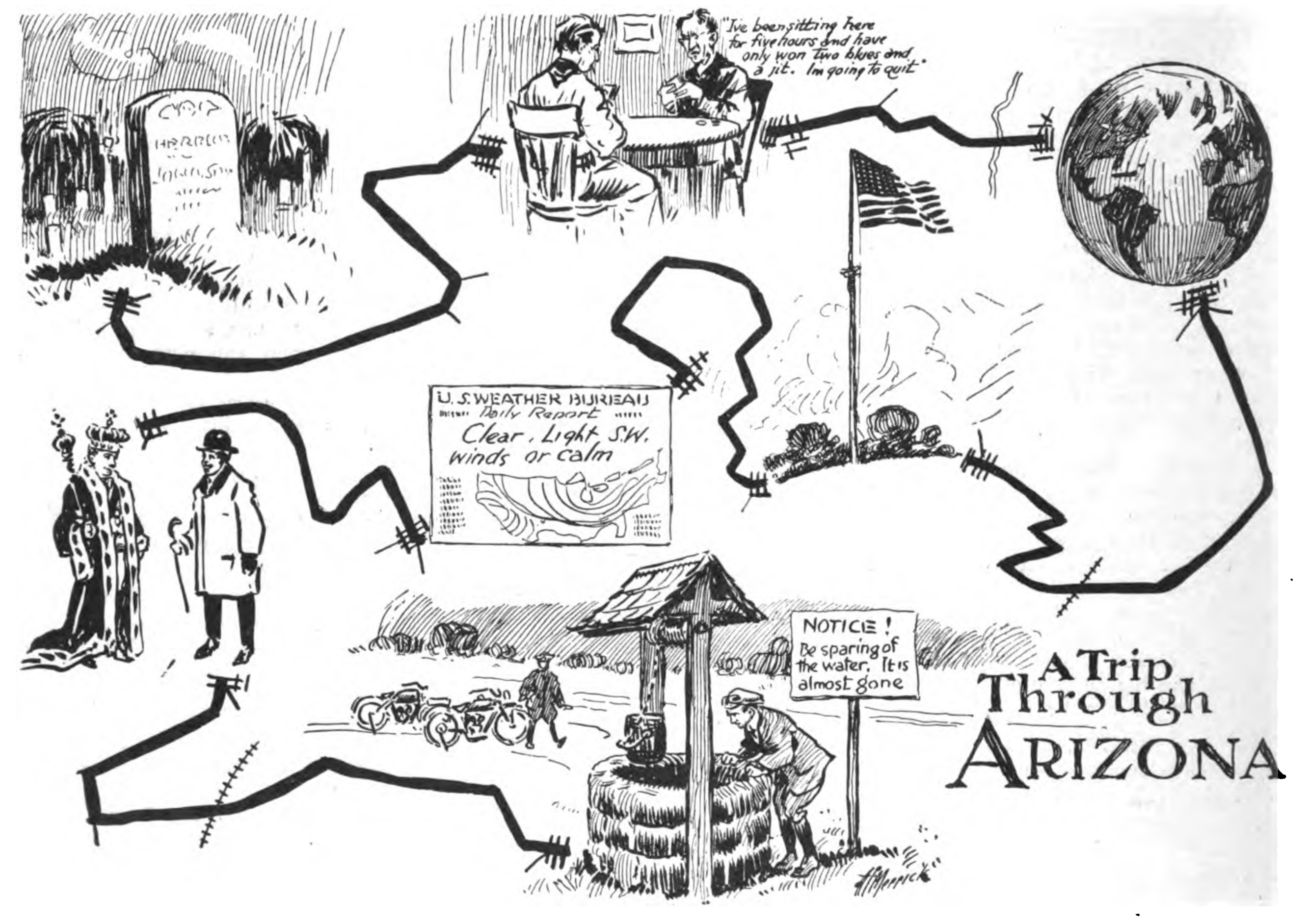
As the Tornado follows Conway's dust by the judge's stand the lad shoots a look over at me then reaches down to the air shutter. In a fifth of a second the sickly wail of that motor changes to the snappiest kind of a snappy bark, and the boat accelerates so sudden I'm ready to swear she

(Continued on page 42)



"The Fresh Ike Slaps on His Brake and Conway at Top Speed Flashes Over the Line the Winner! Wow, We've Been Double Crossed by That Combination!!"

How Far Can You Travel on This "Mystery" Route?


"I've been sitting here for five hours and have only won two blues and a jit. I'm going to quit"
U. S. WEATHER BUREAU
Daily Report
Clear, Light S.W. winds or calm
NOTICE! Be sparing of the water. It is almost gone
A Trip Through ARIZONA

HERE'S another "mystery" tour. In two or three weeks you will be actually hitting the open roads, up hill and down dale, and a little preliminary practice in ascertaining how you are heading when farmers along the way give you puzzling instructions may come in handy. At any rate, you are at liberty to tackle the tour outlined above, without regard for speed limits, and if you succeed in finishing it you will have the satisfaction of knowing that you have romped in spirit over a considerable portion of Arizona.

This Is an Easy One

It is only fair to remark in passing that this "mystery" tour is one of the easiest so far prepared by our artist pathfinder, and you may expect to find still more baffling routes laid out for you in the sketches to come.

If you live in Arizona it ought to be a fairly simple matter to go over the tour from start to finish, naming all the towns en route, but if you happen to live somewhere in the East the task will be harder. However, the geography of your school days is probably somewhat around the house. That will set you right, or at least start you off.

You are invited to send in the names of the towns involved, in the order passed, when you have worked out the complete tour. The reader who sends in the greatest number of correct solutions for the series will have conferred upon him by the Editor the title of Grand High Sherlock Holmes and Pathfinder Extraordinary of Motorcycledom. And that's some title!

FROM A SAILOR LAD WHO KNOWS MOTORCYCLE GAME

EDITOR MOTOR CYCLE ILLUSTRATED—This is the second month that I have received your magazine (we only get mail once a month), and must say that your journal is not only interesting to myself, but to many of the other boys on our ship. Being a former motorcycle man myself, I feel very much at home when I see **Motor Clcle Illustrated**, and every item is read with hungry eyes by yours truly and a lot of the other fellows.

I followed the motorcycle game for three years, and for the last two was connected with the House of Hopper in Salt Lake City.

Believe me, it will be back to the best sport in the world to me as soon as this cruise is over. Four times a year we strike the following Asiatic ports—Manila and Olonghapoo, P. I., and Shanghai, China, Nagasaki and Yokohama, Japan, and sometimes Saigon and Hong Kong, China, and Kobe and Tokio, Japan. Whenever I have an opportunity ashore I visit the motorcycle shops and in general I find the business pretty good. There is considerable activity in Manila because of the strong American population, and in Shanghai because of the many English residents.

The American machines seem to outnumber the English in Manila, and some of the other larger places, about two to one.

When my subscription runs out don't let the paper stop, as I will be somewhere on the high sea and will send you the money as soon as I am notified and get back to a port. Yours respectfully,

TOM.

U. S. S. Supply Station Ship at Guam,
West Indies.

HARING THINKS M. I. IS THE BEST EVER, SO WRITES US A TOAST

EDITOR, **Motor Cycle Illustrated**:—I have been a reader of your interesting journal for a long time, and have written the following toast which you are at liberty to use if you see fit:

"Here's to you, **Motor Cycle Illustrated**, may you hum along the Track of Life like a well-tuned machine, gaining on every lap, outstripping your competitors in circulation and advertising, and running ever farther ahead in your field—in a class by yourself.

"May you be as carefully handled in the future, as in the past, by the same bunch of live wires, progressive men who have the right idea; and may you always find it possible to adhere to your present policy of giving your readers more than their money's worth.

"Here's looking at you every week and may your pages, always bright and snappy, grow still brighter as time goes on."

MAX HARING.

32 German street, Woodbury, N. J.

Tabs on Motorcycle Expenses

Why We Should Keep Track of the Cost of Two-Wheeler Pleasure and a Simple System That Aids Us to Determine Our Mount's Efficiency

The Important Part the Speedometer Plays in Checking Up Running Costs

By **MURRAY FAHNESTOCK**

WELL, here's another new season; another flock of perfectly good resolutions have been made to be broken, perhaps, a month or two from now.

Here's one good resolution for the motorcycle rider—Let's resolve to keep throughout the present year an exact record of what it costs to operate our machines, including gas, oil, tires and incidentals, such as tires.

Let us, in other words, make of our motorcycle riding an exact science insofar as cost is concerned, and keep track of every penny we lay out in the pursual of this finest sport on earth.

And the reason? Well, there is a great deal of satisfaction in knowing just what our pleasures are costing; that is undeniable, but the greatest satisfaction of all in keeping tabs on the motorcycle's cost is that which comes of comparing it with the other fellow's cost sheet, and trying to beat him out on the matter of keeping down the running expense to a minimum.

No doubt it will do our hearts good too, if that can be arranged, to make a comparison with the cost of operating an automobile so that we will be in a position to show the other fellow why he should choose a two-wheeler in preference to the four.

The method is simple enough. All that we need is some sort of a blank form sheet ruled off for every day in the month on which to note how much oil was used, how much gas, the total mileage covered, etc., etc.

We offer herewith a suggestion for a form for a record card for one month which can be carried in the pocket or tacked up on the garage wall; the form, of course, can be varied to meet the requirements or ideas of the individual rider.

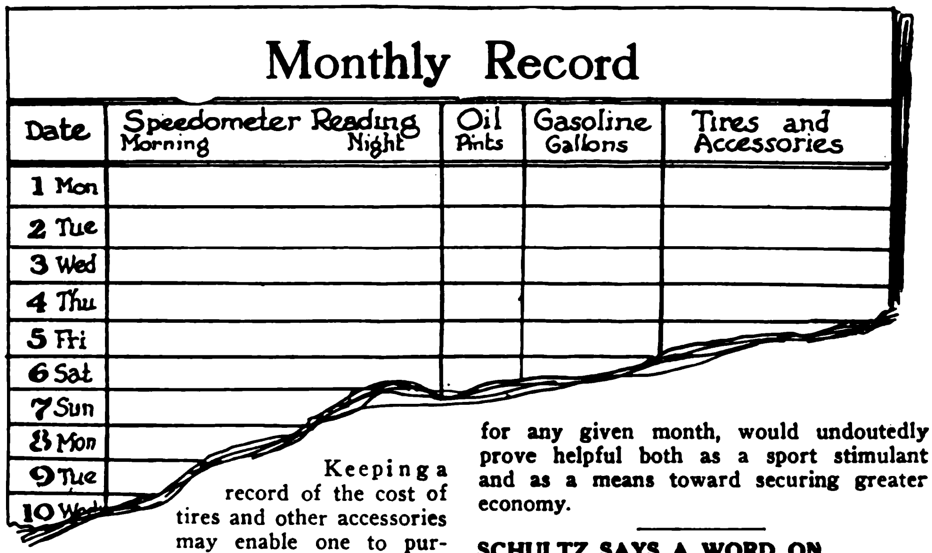
The chart is based on the line-a-day plan, as few riders will care to bother with more elaborate records.

If the readings of the speedometer or cyclometer are marked at the beginning and end of each day's riding, this will give a double check, which will make it possible to keep an accurate record, even if one does forget to mark down the distances occasionally.

An Aid to Lubrication

IF one keeps a record of the distances at which the lubricant is replenished in the transmission or three-speed gears, and when the oil is drained from the base of the motor; this will assist in maintaining that accurate lubrication, upon which the durability and reliability of the motor so largely depends.

Keeping track of the amount of gasoline, not only gives the mileage per gallon, which is apt to vary in an interesting manner from month to month; but a large gasoline consumption indicate undue friction, or parts out of adjustment.



Monthly Record

Date	Speedometer Reading Morning	Night	Oil Pints	Gasoline Gallons	Tires and Accessories
1 Mon					
2 Tue					
3 Wed					
4 Thu					
5 Fri					
6 Sat					
7 Sun					
8 Mon					
9 Tue					
10 We					

Keeping a record of the cost of tires and other accessories may enable one to purchase future accessories to better advantage.

Space is provided at the bottom of the record for marking the total mileage for the month, and other interesting results. On the line marked Notes, the cost of operation per mile and the mileage per gallon of gasoline can be listed.

Efficiency Pays Returns

MOST of us are too practical, which is just another way of saying that we are too busy gathering in the wherewithal, to go in for that sort of thing, but the follow who goes in for that efficiency stuff with such an accurate record of costs in hand as a well kept table of this sort provides, might be sore tempted to put it to good advantage in working out the actual efficiency of the motorcycle.

How's that done? Well, the efficiency of anything is the ratio between what you put into it—that is the cost—and what you get out of it—that is the work it delivers. The chart, if it is kept complete, shows us the cost, or what we put into the motorcycle. What we get out of it is, in the last analysis, miles of transportation and, as an after thought, a saving in time.

Considering the distance alone, it's easy; the efficiency is simply the number of miles traveled divided by the cost of traveling them as shown by the table of costs. As for the time saved, that is quite another proposition. It is one of those elusive items that it is hard to keep track of in the first place, and which cannot be compared with the miles traveled in the second, so that it is practically impossible to work out efficiency of the vehicle on this score or considering this item.

For a single rider to keep track of the efficiency of his machine on this basis is not worth a great deal; but if a club of riders were to get together and work out the efficiencies of their respective mounts on a comparative basis for the year, of for any given month, would undoutedly prove helpful both as a sport stimulant and as a means toward securing greater economy.

SCHULTZ SAYS A WORD ON "CROCKS" AND "OVERALLS"

EDITOR, **Motor Cycle Illustrated**: I have been reading, with great interest, the articles in the last few issues of your magazine relative to the so-called "good fellowship" of the motor cycle riders of today and was especially attracted by the letter from W. H. Enell, appearing in your last issue.

Judging from the first few paragraphs of his letter it is apparent that he has an extreme distaste for riders of "second hand" machines or those which he terms "crocks."

We are all interested in seeing new riders enter the sport and a great number of these new riders must, because of financial necessity, purchase second hand machines. In buying a second hand machine, regardless of experience had in that line, a great deal must be left to the honesty of the dealer and with regret, I must say that dealers still exist whose representations are not all true and correct and many a new and unsophisticated rider becomes possessed of a "crock" under the guise of a "slightly used machine in perfect condition." I can see no reason why a rider should be debarred from receiving any courtesy or aid because he does not happen to be the fortunate possessor of a new machine.

Mr. Enell is unfortunate in coming into contact with the persons mentioned in his letter, who borrowed his parts and materials without recompense to him, but I believe that he is an exception in this regard and I am sure that other riders will bear me out in this statement. Regardless of Mr. Enell's sad experience I can see no reason why they should in any manner prejudice him against the riders of second-hand machines or what he terms "crocks" for I have, in my experience, found that

(Continued on page 40)

EDITORIAL

By

J. Leo Sauer

Appraiser Needed to Fix Value of Used Machines

IN last week's issue we proposed a remedy for price-cutting, probably the greatest of all business evils. Second in the seriousness of its danger to the motorcycle trade, and in most cases merely another form of price-cutting, is the practice of making absurd allowances on used machines taken in exchange when a new one is sold. This evil is as old as the business itself, and it seems constantly to be growing worse. At least, it is evident that there has been no general progress towards a solution of this big and vital problem. It is a fact, however, that in certain communities dealers have succeeded in overcoming the difficulty, in some instances by going so far as to decline to take second-hand machines in exchange at all.

* * *

Of course, this is obviously the most effective method, if it can be "gotten away with," without seriously affecting sales. We say seriously, because a slight reduction in the number of machines sold is preferable to disposing of a larger quantity on unfavorable terms, if not at an actual loss. Therefore, we recommend that this plan be given first consideration wherever the second-hand problem has, or threatens to, become a serious one. Its success will invariably depend upon concerted action by at least the leading dealers of a community, in the same measure that it is necessary for them to get together to prevent price-cutting. In fact, intelligent, whole-hearted organization is a primary requisite in nearly every movement aiming to correct trade evils, and we cannot emphasize this too strongly.

* * *

Assuming, then, that our dealers realize this, and that they are disposed to forego every other consideration in order to become effectively organized, several means of dealing with the used machine problem are available, among them the following:

1. To refuse to accept second-hand machines at all in exchange.
2. To make no allowances, but permit owners to display their machines in the dealer's store, with an understanding that the dealer will pay over to the owner whatever he receives in the event of a sale, less a reasonable commission.
3. To dispose of used machines taken in exchange through a central salesroom supported by all the dealers.
4. To agree upon an ironclad schedule of exchange allowances, to be fixed by the local association. The maintenance of this schedule could be assured through a system similar to that which we suggested in last week's editorial on price-cutting.

* * *

It is always easier to propose plans than it is to put them into effect. Readers of this page have noted that it has always been our endeavor not to offer theoretical remedies, but to get right down to practical details. It is easy enough to propose having a schedule of valuations for second hand machines but, even with a well-organized dealers' association, it isn't the easiest thing in the world to maintain the agreed-upon schedule. So much enters into the problem of placing a value upon a second-hand motorcycle. Accordingly, why not turn over to the auditor, appointed to make price-cutting impossible, also the task of appraising second-hand machines? In other words, relieve the dealer entirely of the privilege, responsibility or whatever you may care to call it.

* * *

This plan appeals to us very strongly. To illustrate—A rider brings in an old machine, offering it in part payment for a new one. Instead of the dealer's bargaining with the aforesaid rider, he tells him simply to leave the machine for a day or two for appraisal. The dealer is relieved of being the "goat" and, what is more, the rider knows that the price the appraiser fixes is the best he can get in town, for the obvious reason that the same appraiser does the work for all the dealers. In consequence, he won't take that machine from one dealer to another, tempting them to bid against one another in order to land the sale, until finally one dealer offers a price all out of proportion to the machine's true value.

* * *

The same thing applies to second-hand machines as to price-cutting. Either a dealer is satisfied with existing conditions, or desirous of improving them. If he is seeking a betterment of the situation, then why waste any time on halfway measures, or why hesitate to adopt so simple and so effective a plan as that of having a neutral person, conversant with motorcycle values, make appraisals for all, and then uphold that appraisal to the bitter end?

* * *

The cost of each appraisal would be nominal, say a dollar or two, and resale prices for used machines taken in exchange would run all the way from five to twenty-five dollars more than they do now. The dealer has nothing to worry about, because his customers will appreciate that he is in honor bound to accept the appraiser's valuation as absolutely final in every case.

* * *

To sum up, an analysis of both the price-cutting and used machine problems leads to the same conlusion; that the easiest, the simplest and the surest solution is to have the dealers in each town agree upon a neutral outsider, familiar with the business, and then give their appointee sufficient authority to remedy both abuses. Do *you* know of any better plan?

LATE NEWS

CAPISTRANO HILL CONQUERED; LAMBERT TOPS IT THRICE, WINNING BIG COAST HILL CLIMB

Excelsior Pilot Takes Both Stock and Free-for-All Events in Orange County Dealers' Classic; Gilmore, Also on Excelsior, Takes Second in Open Event and Makes Unofficial Ascent; Moving Pictures Perpetuate Event

BY FRANK REED

SAN JUAN CAPISTRANO, Cal., March 18 (By Telegraph).—Capistrano hill has been conquered! The rough, sandy, boulder-bestrewn incline, which last year defied every rider in the hill-climb promoted by the Orange County motorcycle dealers to top its 500 feet of the stiffest sort of hard going, was mounted today not once or twice, but three times by C. Lambert, on an Excelsior, Series 18, three-speed machine. And now both riders and dealers hereabouts are looking for a new "impossible" hill to be the setting for their next hill-climb. Capistrano has been conquered!

Lambert was the real "shooting star" of the day. He not only was the only one of all the entrants to reach the top of the hill officially, but he also managed to win both the stock and the free-for-all events, mounted in each case on the same Excelsior machine.

The day's sport opened with the first try in a free-for-all class and several of the Coast riders with "reps" to maintain took a try at the incline. Roy Artley, on a Henderson, registered 396 feet; Don Johns, on an Indian, 310 feet; Wells Bennett, on an Excelsior, 305 feet, and Sam Hamilton, on a Thor, 340 feet, but none was able to come over the brow of the hill.

Then Lambert took his try, and with his rear wheel mounting an iron band provided with special traction blades and riding with tire partially deflated, he obtained the necessary traction to enable him to surmount the incline and set a record that the other fellows could not touch. Twice he did it officially and then just for luck he did it once again unofficially.

When the entire field had had a double try in the free-for-all class the results were as follows: Winner, C. Lambert, Excelsior, full distance, 500 feet; second, Bert Gilmore, Excelsior, 415 feet; third, Roy Artley, Henderson, 396 feet; fourth, Sam Hamilton, Thor, 340 feet; fifth, Don Johns, Indian, 310 feet, and sixth, Wells Bennett, Excelsior, 305 feet.

In the stock event Lambert won handily on the same Excelsior with a climb of 342 feet; J. F. Bush, on a Henderson, took second honors with a climb of 325 feet; F. D. Richardson, Indian, came third with a climb of 323 feet; Roy Artley, Henderson, was fourth, with a climb of 320 feet, while fifth money went to Bert Gilmore, Excelsior, with a climb of 315 feet.

Just to show that it was a matter of traction and that Lambert's Excelsior was not the only machine of that make gifted with exceptional climbing ability, Bert Gilmore slipped Lambert's iron shod wheel in his Excelsior frame and went over the top in an unofficial try when the events were all over, on his second attempt.

The only difference between Lambert's Excelsior in the two events was that he used regular stock gearing in the stock event, making his exceptional climbs in the free-for-all with special gearing. His equipment consisted of Pennsylvania Vacuum Cup tires front and rear, Mesinger Air Cushion saddle, Dixie magneto, Schebler carburetor and Duckworth chains.

The day was ideal and several of the "movie" men obtained exceptional films showing Lambert's remarkable performance, which will carry the story of this record-breaking hill climb to every portion of the country.

SCHERER QUITS TRADE

Erstwhile Harley-Davidson Booster and Crack Road Rider Goes to Coast

GRAND RAPIDS, Mich., March 19.—H. C. (Hap) Scherer, until recently connected with the Harley-Davidson traveling forces, has severed connections with the motorcycle industry to affiliate himself with the automobile business. "Hap" will journey to the Golden West and locate in a California town near Los Angeles.

Through his wonderful riding in the annual Tour-of-the-Jack-Pines, when he finished second on two occasions, Hap has earned for himself an enviable record as an endurance rider ranking with Ivan Jacobs, Erwin Baker and other top-notchers from the mid-west.

Scherer was an enthusiastic worker in the Michigan run, being F. A. M. Commissioner for the State.

Motorcyclists who knew "Hap" are sorry to hear of the change of his endeavors, but they wish him well in his new venture. He says that he will not give up the good old motor bike anyhow, so the California riders will gain one good and game enthusiast.

MOTOR CYCLE ILLUSTRATED
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WALLS IS TICKLED

Splitdorf Man Mighty Pleased at Recent Dixie Coast Performances

NEWARK, N. J.—"Twice in the same place," said D. R. Walls, of the Splitdorf Electrical Co., when he was told that Lambert on a Dixie-equipped Excelsior had topped the "impossible" Capistrano hill in the second annual hill climb of the Orange County (Cal.) motorcycle dealers.

"Don Johns placed his reliance on the Dixie and found it there when he set the 24-hour sidecar mark at 796 miles on an Indian, and now just two weeks later the coast is given another demonstration of Dixie supremacy when Lambert surprises everybody by climbing a hill that was thought impossible. He had to have perfect ignition to do it, you know. He knew it, too, hence the Dixie."

RICE CALLS ON ROCHESTER TRADE

ROCHESTER, N. Y., March 20.—A. C. Rice, new sales manager of the Cyclemotor Corp., and O. A. Adams, special representative for the Cyclemotor, made a tour of Rochester's two-wheeler trade district.

A-K TO MOVE

Chicago Accessory Maker Will Occupy Larger Plant April 1st

CHICAGO, March 19.—The Angsten-Koch Co., maker of A.-K. luggage carriers, tandem attachments, horns and locks, will move into a new and larger plant before the first of April. The new plant will afford almost twice the floor space of the present quarters.

Carl Wille, formerly with the Chicago Electric Co., has joined the A.-K. forces in the capacity of factory superintendent. He has already demonstrated his ability at improving the A.-K. products and increasing the factory production. At the present time the factory has orders booked to keep it busy to full capacity right up until the end of the present month, with others on file for shipment between now and the first of August which bid fair to make this the most profitable season that the Angsten-Koch Co. has ever enjoyed.

TIRE MAKERS WORRY

Hint at Banning of Cotton Exports by Britain Causes Uneasiness

AKRON, O., March 19.—The impending prohibition on the exports of raw cotton from England, hinted at in dispatches this week, has caused a stir in tire making circles. If Britain prohibits the reshipment of raw cotton, the American tire manufacturers must by some means or other arrange for direct importation of both the Egyptian and Sea Island cotton which enter in the tire products.

Given time, this could undoubtedly be arranged for, but if Great Britain bans the shipments without giving ample time, it is pointed out that the cotton situation will cause no little embarrassment and undoubtedly another increase in tire prices.

DOWSE TIRE PROMISED

Former Federal President Working Up Details of New Venture

MILWAUKEE, Wis., March 20.—Byron C. Dowse, former president of the Federal Rubber Co., this city and Cudahy, is here working on the organization of a new tire and rubber interest of large proportions.

It will be known as the Dowse Rubber Co. of Illinois and will be located in a middle west town, the exact location not being definitely known yet. Mr. Dowse is a former stockholder of the G. & J. Rubber Co., Indianapolis, and is known as one of the most successful and practical tire manufacturers in the country.

STANDARD PURCHASE APPROVED

PHILADELPHIA, Pa., March 19.—The purchase of the Standard Roller Bearing Co. by the Marlin Arms Co., of New Haven, Conn., was approved at a special meeting of the stockholders of the Marlin concern called last week. At the meeting it was revealed that the Marlin paid $2,000,000 in cash and 2,000 shares of Marlin common stock for the SRB Co. At the same time the purchase of the Rockwell-Drake Corp., maker of machines for grinding and manufacturing ball and roller bearings, was approved by the Marlin directors.

REMEMBER THE DATE—MARCH 26!

Clean-up and Business-Boosting Campaign Which Opens Next Monday Has Aroused Widespread Enthusiasm

AKRON, O., March 20.—Late reports reaching Chairman H. E. Haws, of the Dealer Committee of the M. & A. T. A., indicate that motorcycle agents all over the country are in sympathy with the national clean-up campaign which opens Monday, March 26, and that the results obtained will be up to the most sanguine expectations.

Quite a few dealers have advised the committee of special plans arranged for "Clean-Up Week," and others have forwarded letters putting themselves on record in support of the whole sales-boosting movement which has been started by the Motorcycle and Allied Trades Association.

No Special Program

The committee has laid down no special program for the "Clean-Up Week," and has simply asked that dealers the country over make a point of cleaning and brightening their establishments from end to end. It is argued that this general campaign to make the agencies more attractive will be reflected almost at once in the business of the dealers, and that in addition it will have the effect of awakening the agents themselves to the possibilities of their stores.

"The motorcycle dealer who enters upon a thorough cleaning of his establishment, with the idea of making it as attractive and businesslike as possible, cannot fail to take a new grip on his whole proposition," said Chairman Haws of the M. & A. T. A. committee. "The clean-up spirit is closely akin to the general boosting and sales-making spirit. We feel that every dealer who makes the most of our suggestion to improve his headquarters during the week of March 26-31 will be making the best possible start on his spring sales campaign, and that, after all, is the chief point in the minds of all concerned.

"We trust that dealers will not stop with the mere use of brushes, brooms and paint in their stores, and that they will proceed to make any improvements that are needed, either in business methods or the appearance of the place, so that they can honestly say their stores are running at top efficiency before March 31 arrives."

BUSH BECOMES ECLIPSE SALESMANAGER

Man Who Succeeds A. C. Rice Has Been Prominently Identified With Affairs of Elmira Parts Maker for a Number of Years

ELMIRA, N. Y., March 15.—G. S. Bush, by no means unknown to two-wheeler trade folk, has been appointed to fill the vacancy at the head of the Eclipse Machine Co.'s sales staff created when A. C. Rice resigned that post to become identified with the Cyclemotor Corp., of Rochester.

Bush will have entire charge of the sales of all of the two-wheeler products made at the Eclipse plant, including Eclipse and Morrow coaster brakes, Eclipse clutches, hubs and minor parts.

The new Eclipse salesmanager has had a long and somewhat varied experience. He entered the Eclipse employ back in 1909 and during the two subsequent seasons became intimately acquainted with the two-wheeler trade as traveler for the Morrow coaster brake interests. In the fall of 1911 he went with the American La France Fire Engine Co. and within a year was made manager of the Boston branch of that concern. Two years ago he came back to his first love and has been prominently identified with Eclipse affairs during the interim.

G. S. Bush

FLETCHER PRESIDENT OF REMY

ANDERSON, Ind., March 19.—S. A. Fletcher has been elected president of the Remy Electric Co., maker of the Remy electric lighting system used on the Harley-Davidson motorcycle. Other officers are: Vice-president, Hervey Bates, Jr.; secretary and treasurer, H. W. Griffith. These officers, with Theodore Stempfel and O. F. Conklin, comprise the board of directors.

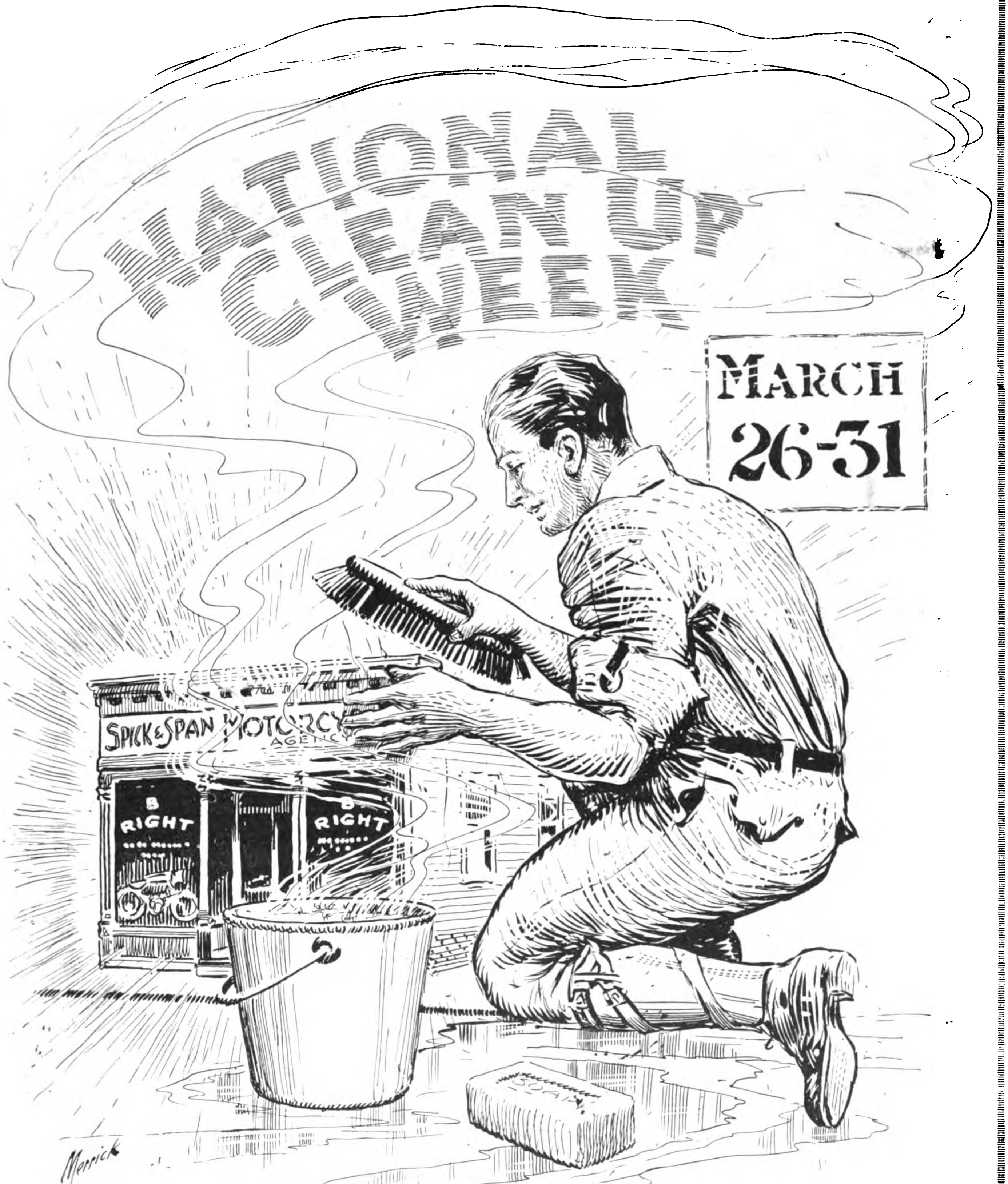
NEW YORK BRANCH FOR BERLING

NEW YORK, N. Y., March 19.—The Ericsson Mfg. Co., maker of Berling magnetos, at Buffalo, N. Y., has opened New York offices at 51 East 42nd street. H. E. Walker is in charge of the office which will take care of the Berling interests in eastern territory.

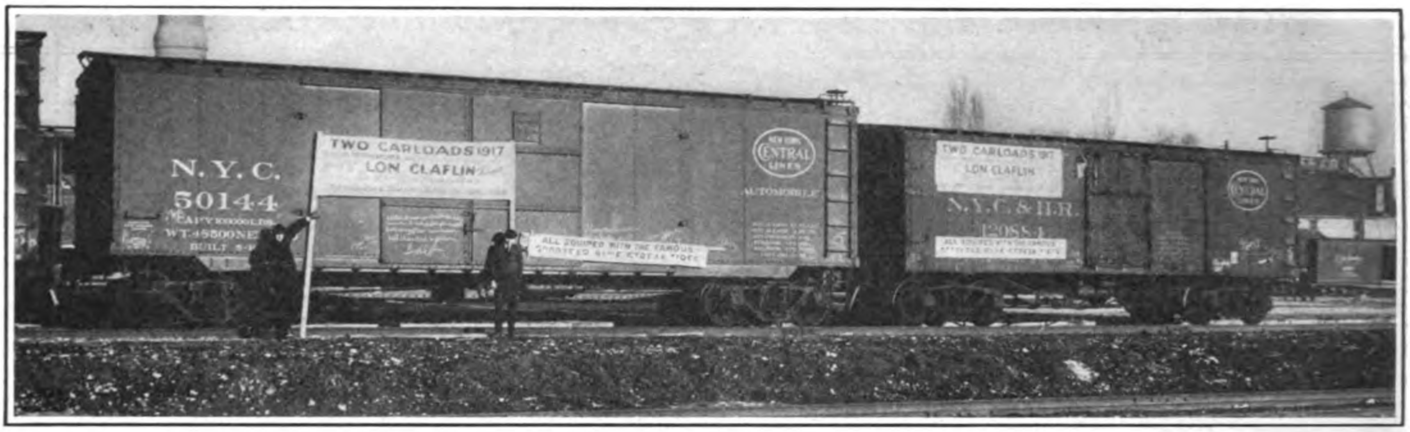
HARDING GOES BACK TO SEEDS

INDIANAPOLIS, Ind., March 19.—Jack Harding, who has been connected with the advertising end of the Prest-O-Lite Co. for the past five years, has resigned that post to join the staff of the Russell M. Seeds Co., advertising agency here. Before going with the Prest-O-Lite Co. Harding was connected with the Seeds agency.

Monday Opens the Big Clean-up Campaign—Be Ready!


NATIONAL CLEAN UP WEEK
MARCH 26-31
SPICK & SPAN MOTORCYC
AGENC
B RIGHT
B RIGHT
SOAP
Merrick

CLAFLIN SUBMITS PHOTO EVIDENCE OF EARLY SPRING RUSH



Two Carloads of Indian Motorcycles and Bicycles Which Were Shipped to the Lon Claflin, the Hustling Salt Lake Distributor, to Take Care of Orders on Hand. They Were Snapped Before the Unloading

MORE BAKER, MURRAY & IMBRIE PROGRESS

Big New York House Has Operating Board Composed of Heads of Departments to Promote Efficiency; Personnel of the Board

NEW YORK, March 20.—A new idea in the way of co-operation has just become effective at the headquarters of Baker, Murray & Imbrie, Inc., Indian distributors and handlers of general sporting goods lines. The new arrangement is taking the form of an Operating Board to consist of the heads and representatives of the various departments who will meet frequently to discuss general policies in connection with the up-to-date management of the establishment. The first meeting of the new board was held Tuesday, March 13, at the Hardware Club.

The formation of the Operating Board means that every employe of the company will know what's going on in the other departments, and will co-operate in maintaining the store's reputation for real service to dealers and retail customers alike. There is always a possibility that a departmental man will become so involved in the immediate interests of his particular department that he will overlook the broader aims of the organization. It is to obviate this that the Operating Board has been formed. It will also serve as a clearing house for all organization ideas.

The make up of the board is as follows: Executive Committee—F. A. Baker, chairman; James E. Murray, D. T. Abercrombie, Andrew Imbrie, A. W. Law, H. T. Fowler and Lee Harriman.

The following are the members of the General Committee: T. Barnes, shipping; J. L. Chapman, athletic; F. DeWitt, bicycles and supplies; William Dowse, wholesale sporting goods; F. Disch, bicycle supplies; G. O. Fisher, guns and ammunition; T. K. Hastings, export; Chas. E. Michaud, tents, camp, clothing; G. Raber, bicycles; H. G. Sturcken, fishing tackle; J. A. Wade, motorcycle supplies; C. R. Weber, motorcycles, and I. Weinberger, credit.

NEW PALMER TIRES

Inventor of Cord Type Launches $500,000 Company to Make Them

ST. JOSEPH, Mich., March 19.—John F. Palmer, of Riverside, Ill., who is best known in the two-wheeler industry as the man who developed the Palmer cord tire, is chiefly instrumental in the formation of the Palmer Tire & Rubber Co., which has just been launched here. It is understood that the new concern, which has a factory providing 70,000 square feet of floor space, and which is capitalized for $500,000, will manufacture and market a new type of flat cord tire which has just been developed by Palmer.

The officers of the concern are: J. F. Palmer, president; C. W. Bully, vice-president; W. E. Bryan, secretary, and Marshall D. Wilbur, treasurer.

CHANGES IN CORCORAN-VICTOR CO.

CINCINNATI, O., March 19.—Having acquired a substantial block of stock in the Corcoran-Victor Co., maker of lamps and lighting equipment, Neil McNeale has become its general manager and director. He succeeds George A. Sawyer, who has resigned from the executive committee of the company. James A. Muir, formerly sales manager for the Toledo Electric Welder Co., has taken the sales reins for the Corcoran-Victor Co.

FISK RUBBER BALANCE SHEET

CHICOPEE FALLS, Mass., March 12.—Fisk tires and other rubber goods to the amount of $19,457,789 were sold during the year 1916 as disclosed by the balance sheet as of December 31 last, just made public; of this amount the company netted $1,741,704. The profits for the year represented an increase of $45,251 over those of 1915.

HARLEY-DAVIDSON BULLETINS

MILWAUKEE, Wis.—Why the sidecar motor is the logical thing for sidecar use; the difference between a sidecar motor and the solo motor, and the means of changing one into the other; the difference in gearing between sidecar machines and solo mounts, and some other pertinent points on allied topics are brought home to the dealer in Service Bulletin Number 44, just issued by the Harley-Davidson Motor Co. Bulletin Number 45, which is gotten out at the same time, contains a little item by Norman Hopper, of the House of Hopper, Harley-Davidson agents at Salt Lake City, telling the dealer how to get his share of repair business.

TO MAKE KANDIKID GRINDER

NILES, O.—W. C. Brown has bought out patents and manufacturing rights on the Kandikid valve grinder and is contemplating fitting up a manufacturing plant either in Niles or Warren for the manufacture of the device. The chief claim to novelty of the Kandikid valve grinder is the fact that on side by side valve motors both the valves can be ground at one and the same time with little or no added exertion.

BUYS OUTFIT AT THREE SCORE

PROVIDENCE, R. I., March 19.—Justin King, a man of 60 years, has just purchased of Burnett Brothers a 1917 Harley for use as a pleasure vehicle for himself and wife. Mr. King is anxiously awaiting the delivery of the machine as he has already several trips outlined.

HIGHWAY TRAFFIC BUREAU

AKRON, O., March 19.—For the purpose of aiding manufacturers in routing and shipping merchandise by motor truck the B. F. Goodrich Co., through its National Touring Bureau, has instituted a Highway Traffic Department. It is expected that the present freight congestion and trade embargos which have been serious factors in forcing manufacturers to ship via motor truck will make enough work to keep the new bureau busy.

SELLS EVER READY BATTERIES

LONG ISLAND CITY, N. Y., March 19.—Col. H. B. Ramey has been appointed as sales manager for the battery division of the American Ever Ready Works. Ramey was formerly district manager at Chicago.

GOODRICH BUSINESS IN ENGLAND

AKRON, O.—The B. F. Goodrich Company is doing business in England at the rate of over $5,000,000 a year, despite war handicaps, according to the annual balance sheet just made public.

GOODRICH CHANGES

Raymond and Means Become Vice-Presidents at Directors' Meeting

AKRON, O., March 19.—At the annual meeting of the Directors of the B. F. Goodrich Co., held in New York on Wednesday last, C. B. Raymond, secretary, and W. A. Means, treasurer, were advanced to vice-presidency posts. Guy E. Norwood, assistant secretary and treasurer, becomes secretary, while the Directors confirmed the election of L. D. Brown, cashier of the First-Second National Bank of Akron, as treasurer to succeed Mr. Means.

A. B. Jones and W. A. Means were added to the executive committee, the other members being E. G. Work. E. C. Shaw, A. H. Marks, C. B. Raymond and H. E. Raymond. D. M: Goodrich, C. B. Raymond, E. C. Shaw, F. A. Hardy, H. E. Raymond and H. E. Joy, directors whose terms had expired, were re-elected. Other officers were re-elected as follows: President, B. G. Work; Vice-presidents, A. H. Marks and E. C. Shaw; Assistant treasurer, J. C. Lawrence. L. B. Brown and F. C. Van Cleef were added to the operating committee.

The stockholders voted to retire $900,000 worth of preferred stock, reducing the total preferred to $26,400,000.

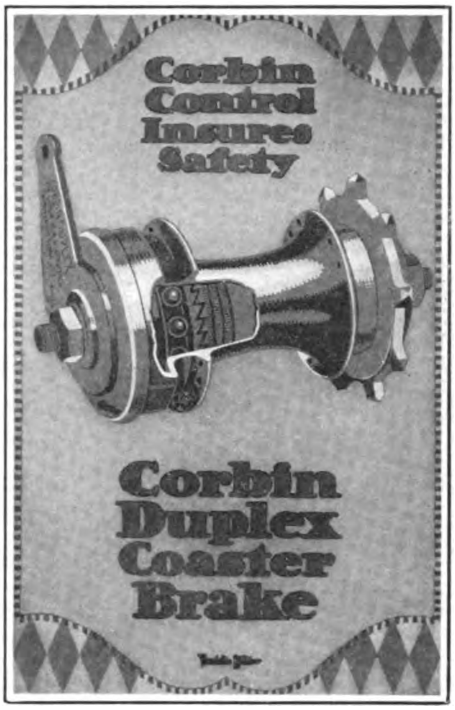
COLORADO'S GAS CONSUMPTION

DENVER, Colo., March 16.—During the years of 1915 and 1916 State Oil Inspector James Duce, inspected 45,867,605 gallons of gasoline and refined oil, as compared with 29,250,481 gallons for the two preceding years. These figures give one some idea of the expansion of the motor vehicle business in this State. The consumption of gasoline in 1916 was 19,253,000 gallons.

IOWA MOTORCYCLE REGISTRATIONS

SIOUX CITY, Ia., March 19.—Reports from the Secretary of State's office show that 1,232 motorcycle riders have taken out licenses to date for the 1917 season. Of the number 1,150 were renewals, the balance being on new machines.

STRIKING WALL HANGER FOR CORBIN DEALERS



FOR the cycle dealer who believes in making every square inch of his wall and window space tell a story of cycle pleasures or cycle usefulness, the Corbin Screw Corp. has just issued an extremely striking wall hanger.

The center of attraction is a large detail reproduction of the famous Corbin brake, with part of the hub shell cut away, showing the duplex action and various features of the internal construction. The brake stands out from a background of blue in a most impressive manner, the poster being set off by a plaid border. It is an eye-catcher from the top to the bottom.

FEDERAL TO BUILD ADDITION

CUDAHY, Wis.—The Federal Rubber Co. plans an addition to its power house to cost $200,000.

DEALER BULLETIN No. 2

Bright Snappy Instructive Folder from the M. and A. T. A. Committee

THE second issue of the Bulletin of the Dealers' Committee of the Motorcycle and Allied Trades Association is just off the press and is being put in the dealers' hands as fast as Uncle Sam's mails can reach them.

It opens with a dissertation on show windows and how the folks who pass them affect the rents, pointing out to the dealer the foolhardiness of paying big rent for show window space and then failing to capitalize on it.

The value of a clean store with clean attendants is brought out and the plans for the promulgation of Clean-up Week, March 26-31, are made known to the dealer.

GASOLINE REPORT

Federal Trade Commission Will Score Standard Oil After Investigation

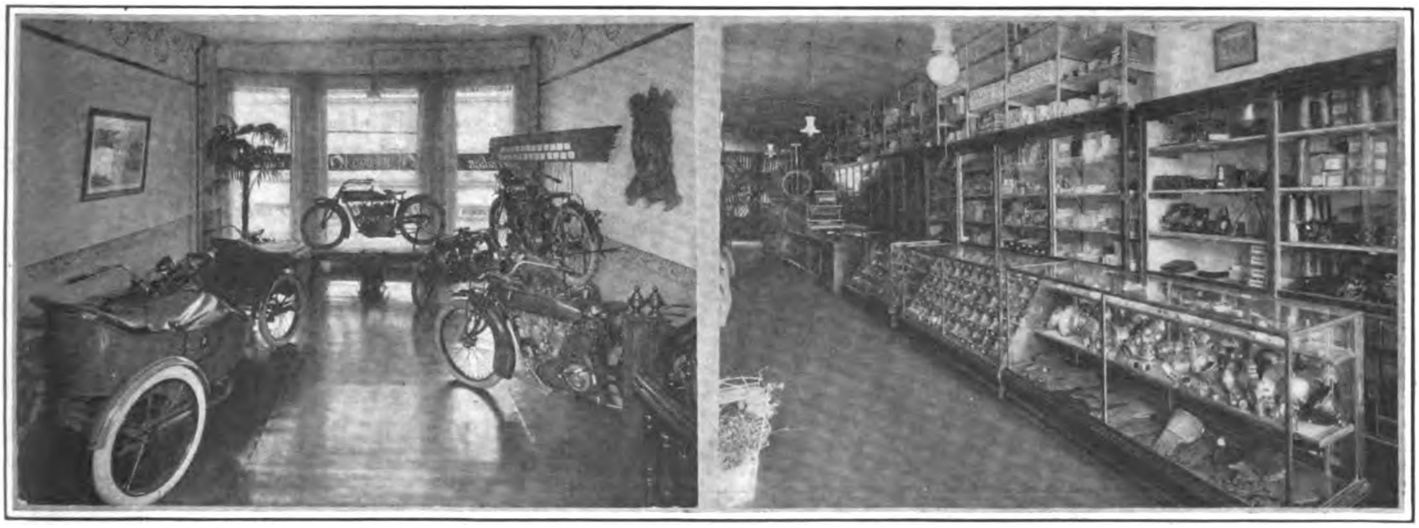
WASHINGTON, D. C., March 19.—That the long deferred report of the Federal Trade Commission investigation in the increase of the price of gasoline will be offered within the next two weeks seems almost certain.

While government officials are reticent about announcing the conclusions arrived at by the investigating committee, it is fairly certain, from what has been said, that the report will score the Standard Oil Co. on the ground that some 30 constituent Standard companies have not been wholly dissolved, giving the oil trust a grip on the situation, despite the Supreme Court order, which has permitted it to manipulate prices to its own advantage.

LANDS CITY HALL CONTRACT

PHILADELPHIA, Pa., March 20.—Alexander Kline, the hustling Harley-Davidson agent in Philadelphia, has just closed with the City Fathers for two electrically-equipped Harley-Davidson machines, with sidecars, to be used by the Forestry Division of the City of Philadelphia.

WHY "CLEAN UP WEEK" MEANS LITTLE TO MASLEN



Two Views of the Wonderfully Impressive Store of George Maslen, Philadelphia Indian Distributor. Maslen Makes, and Always Has Made Neatness a Fetish. His Establishment Is Bright From Front to Rear.

With the Clubs

PROVIDENCE CLUB CAMP

Site Secured at Quidnick Lake; Bungalow to Follow; Aid to Fishing Contest

PROVIDENCE, R. I., March 19.—The Providence Motorcycle Club has purchased a tract of land in the town of Coventry where is located the Quidnick Lake. Work will begin shortly on the erection of a camp to which members of the club will have access at all times.

The land was secured through the offices of B. A. Swenson, who is taking a great interest in the fishing contest to be held this summer. The lake is filled with bass, pickerel and horn pouts, and it is because of this fact the club decided to locate there for fishing purposes. The lake is 24 miles from Providence and is reached through a beautiful stretch of country. A plentiful supply of boats and fishing tackle will be installed. In all likelihood the camp will be known as "Indian Camp."

SEATTLE CLUB

Plans Sociables and Competitive Runs and Two Endurance Contests

SEATTLE, Wash.—The Seattle M. C. has mapped out an ambitious program for the coming season, including two endurance runs, a hill climb and the usual social runs.

May 6 the club will take its annual run to the Lakeside Inn on the Mt. Rainier road. This is known as the "Chicken Dinner Run", and last year nearly 100 machines practically all of which carried tandem riders made the run.

Two endurance runs are scheduled—a short one which has not been fully decided on and the annual mid-summer run. The run last year over the North Yakima-Goldendale-Portland course, a distance of 600 miles, was one of the hardest runs ever scheduled, there being no perfect scores, though Mercer conquered all the obstacles on time, only to lose out on the good roads by a puncture. This year the run will be to Spokane and return, 800 miles, over several mountain ranges and deserts. It will take place September 2, 3, and 4.

Future plans also include a 2,000-mile endurance run to San Francisco and return. This run will take place in May of next year, 1918, or possibly June, depending on weather conditions, and is expected to make the riders in good old U. S. A. its up and take notice.

DISPATCH COMPANY

Raleigh Riders Organize for Preparedness; Message for President

RALEIGH, N. C., March 18.—Under the leadership of L. Francis, Indian dealer, the motorcyclists here are organizing a company of motorcycle dispatch riders, who will offer their services to the government in case of war. A number of motorcyclists have already joined the company, while others have expressed their intention to do so very soon.

The newly organized company is planning to send a message, via motorcycle dispatch rider, to President Wilson, describing the company's purpose and offering its services as a reserve to be called on at once in case of need.

SOME F. A. M. NEWS

Pukies Takes Membership Prize; Three Clubs Affiliate

WESTBORO, Mass., March 19.—With a total of 20 new members to his credit, E. E. Pukies, of Brooklyn, N. Y., won the F. A. M. membership contest prize for the week ending March 17.

Three clubs affiliated with the body during this week. They are: Blue Ribbon M. C., Brooklyn, N. Y., 20 members, secretary, Victor Bednar, 361 Hamilton avenue; Albany Indian M. C., Albany, N. Y., 23 members, secretary, A. A. George, 20 Dove street, and Bisbee M. C., 19 members, secretary, F. G. Homewood, Box 997, Warren, Ariz.

A "HARD TIMES" SOCIAL CAUGHT IN THE ACT

These Are the Members of the San Francisco M. C. and Their Friends Gathered for a Unique Entertainment Promoted by That Energetic Body

DENVER CLUB ACTIVITY

Western Motor Club Expects 200 Members This Season

DENVER, Colo., March 10.—A great deal of interest is being taken in the Western Motor club recently organized in this city. The club has 84 members and it is expected that there will be at least 200 riders in the fold before the summer is over.

The Western Motor club is conducted on a little different principle than are most motorcycle clubs. A fifty cent per month due is charged for membership in the club. Then when a run is made, a picnic held, or any event is pulled off by the club the expense is paid from the club treasury and not by the individual members each paying his own way as is the case with most clubs. It is also understood that a number of motorcycle dealers of this city are backing the club.

FREEPORT M. C. PLANS THREE RUNS

FREEPORT, Ill.—At a meeting of the Freeport M. C., at its Stephenson street headquarters, tentative plans were made for three runs to be made this spring and summer. Committees have been appointed to attend to the details incident to the runs, and definite plans will be placed before the club at its next meeting, Thursday, March 22. One of the runs suggested is to Dubuque and then down the river through Iowa to Savanna. The second will probably be a three days' run to Minneapolis, the third being to southern Illinois.

ROAD DATA FOR CLUB RIDERS

READING, Pa., March 20.—John G. Nuebling and the Roads Committee of the Reading M. C. have just furnished the club riders with a lot of tabulated information regarding roads in Berks County. In quite a few towns paving work is in progress, and at other points neglect has left the roads in bad condition. It is to warn the club members against such stretches of road that Nuebling and his co-workers have supplied the present information.

MEMBERS FOR VALLEJO CLUB

VALLEJO, Cal.—The Vallejo M. C. is now taking in members from Napa and other outside cities, several having signed up during the past few weeks. Committees are now working to have "reindeer" races scheduled at Vacaville, Dixon, Sonoma and several other towns that have celebrations during the summer.

ANOTHER READING M. C. PROGRAM

READING, Pa., March 20.—The Reading Motorcycle Club gave a social in its rooms at Eighth and Penn streets a few nights ago. Orchestral music, followed by a luncheon and other social features made up the evening's program. The next club social will take place on March 27.

Our New Rapid-Fire Managerial and Advertising Combination

Two Veterans in the Field and an Energetic Recruit Make Up the Trio

H. A. Williams

Harry G. Jacobs

John J. Watson

"WHAT'S the meaning of this?" we can hear you inquire of yourself as your glance strikes the top of this page. And then: "There's no necessity for introducing those fellows—not the slightest. Everybody in the motorcycle and bicycle fields knows Harry G. Jacobs, and H. A. Williams, hailed as 'Cap' throughout the length and breadth of the industry, is an equally familiar figure. "John J. Watson hasn't been in the field so long," we hear you continue ruminatively, "but he has pretty thoroughly acquainted the trade with the fact that he is now representing **Motor Cycle Illustrated** in the West. "Must be some good reason, however, for printing the portraits at this time," you go on with a touch of conservative curiosity, "so I'll have to look into the situation a bit."

And that brings us to the frank explanation that we are not printing the portraits for purposes of introduction at all—far from it; we are using them to emphasize the fact that in addition to concentrating all his own energies now in the service of **Motor Cycle Illustrated** Manager Jacobs has added to his high-pressure organization the two advertising hustlers who flank him in the pictures above.

Eight Years of Service

Mr. Jacobs, after eight years of uniformly successful service as western representative, assumed the managership of **Motor Cycle Illustrated** January 1; Mr. Watson succeeded him in western territory, and Mr. Williams formally became a member of our staff Monday morning of this week, as advertising manager and eastern representative.

Manager Jacobs has brought to bear upon his new duties a keen insight into the requirements of the cycle industries, gained through long and conscientious study of the field, and is now giving practical application to many of the stimulating and business-building ideas gathered during his years of service on the trade circuit.

Of his enthusiasm and progressiveness nothing need be said. Those qualities are characteristic of him and they are being reflected daily in the management of **Motor Cycle Illustrated.** Nor is it necessary to dwell upon the determination with which he applies himself to any project to which he has set his heart and hand. At every turn he expects and demands results—and his middle initial stands for "Gottem"—referring to the results.

Being fully cognizant of the fact that only a thoroughly co-ordinated organization can do justice to the publication it represents, to the readers of that publication and its advertisers, Manager Jacobs soon after his arrival in New York set about tightening up his business-building machine at several points, and now asserts that he is prepared to "enter the straightaway on high." His pride in the fact that **Motor Cycle Illustrated** has the largest circulation (by A. B. C. Audit) in the American cycle field is second only to his determination to continue to justify that circulation—and to extend its scope still further as time goes on.

Mr. Williams has been active in the cycle trade field for five years, and in that time has made a host of friends. He joined the A. B. Swetland Company when that concern bought the *Bicycling World* and continued as a successful member of the advertising staff until the *Bicycling World* was purchased by the publishers of **Motor Cycle Illustrated** in 1914. He then became indentified with *Motor Cycling and Bicycling*, of Chicago, and remained with that publication until this week's change brought him under the banner of **Motor Cycle Illustrated.**

Watson a Newcomer

Mr. Watson brought several years' experience as an advertising man to bear upon his duties as western representative of **Motor Cycle Illustrated** when he started his work on the trade circuit in January, and has already established a reputation as a "live one." He was associated with the Chicago *Herald* in the advertising department for some time, and also had valuable experience in the selling and merchandising field—all of which fits him admirably to give the brand of advertising co-operation that patrons of this journal have learned to count upon.

CLEVELAND IN OHIO

Telling Heads Cleveland Motorcycle Sales Co. Covering Five Counties

CLEVELAND, O., March 19.—Hard on the heels of the incorporation of the Cleveland Motorcycle Sales Co., with an authorized capitalization of $10,000, comes the announcement that Walter H. Telling has become president of the concern which will handle the distribution of the Cleveland throughout five Ohio counties.

Associated with Telling in the capacity of secretary is George H. Quayle, both of them having had extensive selling experience in and around Cleveland. Telling is president of the Walter H. Telling Real Estate Co. and Quayle is also associated with him in the real estate business.

Backed by ample capital the new distributors expect to make a marked dent in the motorcycle business done in Cuyahoga, Geauga, Medina, Lake and Lorain counties, besides handling the retail sales of the Cleveland from the Cleveland headquarters at 6120 Euclid avenue.

CONTEST NEXT WEEK

Press of last minute news has forced us once again to hold over the Contest Page. It will positively be included in next week's issue. Watch for it!

Canadian Letter

STRONG BICYCLE BODY FOR DOMINION

Manufacturing and Wholesale Interests Launch Canadian Cycle Association to Assist Retail Trade and Boost Things in General

TORONTO, Ont.—Official announcement was made on March 6 that the Canadian bicycle manufacturing and wholesale interests have organized what is known as the Canadian Cycle Association. The objects of the new organization are to promote the sale of bicycles and bicycle accessories throughout the Dominion, to assist the retail trade of the country and to create improved conditions wherever and whenever possible.

The establishment of this powerful association is the outcome of a meeting held in Toronto recently, which was attended by representatives of practically all recognized bicycle and accessory manufacturers or jobbers in Canada. Incidentally, the Canadian association will be closely allied to the United Cycle Trades Directorate whose headquarters are at New York. The officers of the new Canadian association already have been in communication with the United Cycle Trade Directorate with regard to several important matters, including co-operative boosting before and during the Canadian bicycle show week, which will be staged during the first week in April. The Canadian body has arranged to secure the advertising helps and suggestions of the United Cycle Trade Directorate for distribution to the 3,000 Canadian bicycle dealers.

The following concerns are represented in the association: Planet Bicycle Works, Toronto; A. E. Bregent, Montreal; Canada Cycle and Motor Company, Ltd., Weston, Ontario; Humphrey Bicycle and Motor Company, Toronto, and Hyslop Bros., Toronto. Other companies may be admitted to membership in the near future.

NEW MONTREAL CLUB

Wanderers' M. C. Launched with Nearly 100 Members; Run Planned

MONTREAL, Que.—Montreal has a real motorcycle club at last and the credit for placing it on the map is due to Art Ross, famous athlete and local representative of the Harley-Davidson. The club was launched on Friday evening, March 9, at a largely attended meeting in the club rooms, 532 St. Catherine Street West, over the Ross store, which will be the headquarters of the organization. The club will be known as the Wanderers' Motorcycle Club and it is expected that the membership will reach 150. Almost one hundred members have already joined.

The officers elected were: Honorary president, Controller A. Guy Ross; honorary vice presidents, Art Ross, R. A. Radmore and A. M. Barry; president, Alfred Grenier; secretary-treasurer, J. A. Mangin; captain, E. Morrisette.

Arrangements were made for the holding of a run to Ottawa, Canada's capital, the event to be staged in conjunction with the Frontenac Motorcycle Club of Kingston.

A HARDY MOTOR-COP

Constable George Ellis of Hamilton Has Ridden Throughout Entire Winter

HAMILTON, Ont.—One of the most severe tests possible for a motorcycle is in the work of the highway constable during the Winter months in Canada. One road guardian who has been out in all kinds of weather is Constable George Ellis, who patrols twenty miles of the Hamilton-Toronto Highway. He has attended to his duties on the highway four days of each week regardless of snow or blizzard, and has bucked all kinds of snowdrifts with his Henderson all Winter. He is called upon to patrol the highway on all market days and also on days when tourist traffic is heavy.

The brother of Constable Ellis is W. J. Ellis, 936 Barton Street East, Hamilton, who is a bicycle dealer. The latter has arranged to handle the Dayton motor-bicycle this year.

REDUCED AGE LIMIT

Amendment Would Reduce Rideable Age from 18 to 16 with Examination

TORONTO, Ont.—Legislative steps have been taken at last for the lowering of the age limit for riders or drivers of motor-propelled vehicles in the Province of Ontario. An amendment to the Ontario Motor Vehicle Act has been introduced by George H. Gooderham, M. P. P., for Southwest Toronto, providing for the reduction of the age limit from eighteen to sixteen years, but those between the ages of sixteen and eighteen years of age must pass an examination as to their physical and mental fitness.

This is a point which will greatly favor the use of motor-propelled bicycles, the sale of which has been curtailed because of restrictions. The members of the trade are highly delighted with the proposed change which will be adopted without resistance, it is understood.

TORONTO BRANCH FOR PRESTO

TORONTO, Ont.—Announcement has been made that the Prest-O-Lite Company, Inc., Indianapolis, will establish a direct factory branch and service station in Toronto in the immediate future. This will not interfere in any way, it is declared, with the continuation of the Prest-O-Lite's Canadian factory at Merriton, Ontario.

HALLAM GOES HIGHER

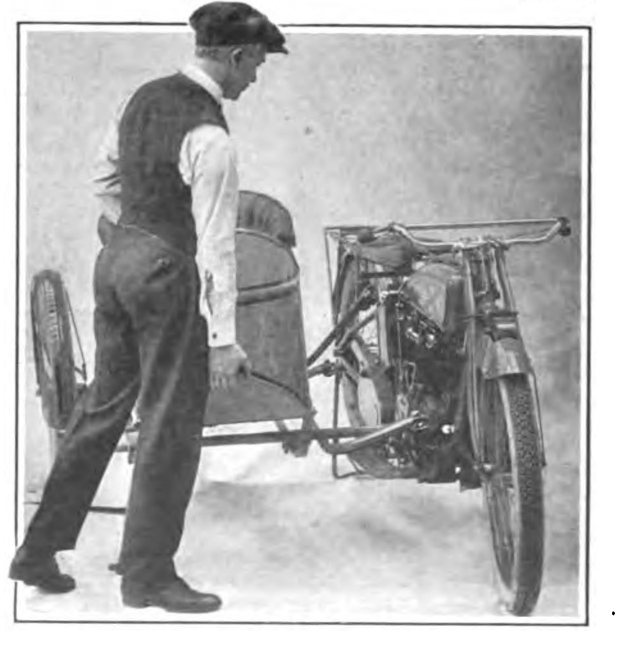
TORONTO, Ont.—Douglas Hallam, son of the late Alderman John Hallam of Toronto, who gained distinction as the commander of a battery of machine gun motorcycles with the British forces in Egypt and at the Dardanelles, has now been made a flight commander of the Royal Naval Air Service, with headquarters at Hendon, England.

MACHINES FOR POINT GREY POLICE

VANCOUVER, B. C.—The Police Commissioners of Point Grey have purchased four motorcycles for the use of local police to replace two-wheelers which have been in use a considerable time. The new models were purchased from W. H. Morrison, the Indian distributor, and the Excelsior Cycle Co., Excelsior agent.

PLIMLEY LOOKS FOR BIG YEAR

VICTORIA, B. C.—Thos. Plimley, Victoria's leading cycle dealers, expects to do a much greater business this year than in any previous season, providing he can get the machines to sell. Plimley has an established reputation for delivering the goods, and his volume of business has always been large. He handles the Indian and Douglas motorcycles and various lines of bicycles, including the Massey, Imperial Humber, Singer Royal, Royal Enfield, Victor, Tourist and Rambler. The bicycles are of Canadian, American or British make, and, between the three, Plimley expects to secure enough to satisfy the big demand.



Ease of Attachment Is a Strong Rogers Sidecar Feature. The photograph shows the facility with which the rider can effect the connection of the New "Tailor Made" Rogers single handed. The simple and efficient ball and socket joints do the trick and the car cannot possibly get out of alignment.

NORTHWEST NOTES

Trade and Sport News From Tacoma, Spokane and Thereabouts

TACOMA, Wash.—The Falls City Cycle Co., Spokane, Harley-Davidson agents, announce that they have been made a central service station for the territory comprising Eastern Washington, Northern Idaho and Western Montana.

This firm has been making a steady increase in business, both in amount of parts handled and machines sold. They will take immediate steps to increase their stock of parts and accessories to accommodate the larger territory.

Fred J. Hand, manager of the Tacoma branch of the Fisk Rubber Co., has returned from a conference at the home office, Chicopee Falls, Mass.

The Tacoma Thor agency now occupies new and more commodious quarters at 1012 South 11th street, where the old patrons and many new ones find Manager Tom Paulsen always on duty.

Between $50,000 and $60,000 will be spent on the maintenance of the six trunk line roads in the vicinity of North Yakima, Wash., which will put the valley roads in first-class tourning condition.

FRISCO NEWS SUMMARY

Changes Affecting the Motorcycle Trade; Visitors to the Show

SAN FRANCISCO, Cal., March 19.—J. G. Newell has opened a motorcycle and bicycle shop in King City, Cal.

R. Buren has sold his motorcycle establishment at 184 12th street, Oakland, to Thomas Morris.

LeRoy Dorn, who has been conducting a motorcycle and bicycle repair shop in Hollister, Cal., has sold out his business and is now in San Francisco looking up a suitable location to start a new one.

Included in the plans for a new amusement park now building in North Sacramento is a track for both motorcycle and bicycle speed fests.

The motorcycle show which was staged during the six-day bicycle race brought in a whole flock of out-of-town dealers. Some of them were: Ben Bressee, of Fresno; Art. Swanson, of Turlock; Walter Johnson, of Modesto; Bill Ingham, of Modesto; F. Wright, of Lodi; W. J. Donaldson, of Palo Alto; Bob Logan, of Salinas, and M. J. Ramer, of Corning.

FRISCO TRADE ITEMS

Bente's Commercial Sale; Alzina Joins Freed; Carload Shipments.

SAN FRANCISCO, Cal.—Fred H. Bente, who handles the Excelsior here, has placed one of the series 18 models with Robb Bros., big paper merchants. On his sale hinges an order to supply the full quota of Robb Bros., collectors with Excelsior motorcycles.

Loris Alzina, who a week ago was bought out by his partner in the firm of Hopkins & Alzina, has joined the sales force of the Pacific Motor Supply Co., which handles the Indian.

Both Edwin F. Merry, handling the Excelsior, and the Appeal Mfg. & Jobbing Co., who represent the Harley-Davidson, announces the arrival of carload shipments of their respective machines.

COMPANY ORDERS 34

Rochester Railway & Light Co. Takes Big Squad of Harley-Davidsons

ROCHESTER, N. Y., March 20.—After an experience of some five years with motorcycles used in every conceivable sort of service work, the Rochester Railway & Light Co. this week decided to abandon other sorts of vehicles for this work entirely and pin its entire faith to the two-wheeler and the sidecar combination.

The net result of the decision was an order placed with the Wagner-Dolph Co. for 34 Harley-Davidson motorcycles and ten Harley-Davidson sidecars. Ten of the machines are of the six-horse power single three-speed type, the remainder being three-speed twins.

By far the greater number of the machines will be used in the gas and electric meter reading departments and for turn-on and shut-off service, but other departments will be equipped with motorcycles as well. For the most part the machines will be in service from 20 to 24 hours each day. The single cylinder machines are to be used chiefly by collectors who serve the "quarter-in-the-slot" meters.

WEST VIRGINIA FEE $5

Legislature Passes Burgess Road Bill With Riders Asleep

WHEELING, W. Va., March 19.—While the motorcyclists of this State were asleep at the switch, so to speak, the legislature passed the Burgess road bill, which fixes the motorcycle license fee at $5.

The legislators having gotten in their good work and inflicted the higher fee on the West Virginia riders, the boys are now getting together under the guidance of the Wheeling M. C. and pulling wires in an endeavor to have the fee reduced. Riders throughout the State are urged to get in touch with J. Landon Bier, President of the Wheeling M. C., who is right in touch with the situation.

DRILL FOR DEFENSE

Baker, Murray & Imbrie Men in Training Under Major Abercrombie

NEW YORK, March 20.—By way of living up to their reputation for progressiveness, the employes of Baker, Murray & Imbrie, Inc., have formed an adjunct to the Home Defense League, and for some time past have been drilled regularly by Major D. T. Abercrombie, Q. M. C., U. S. R. Fifty employes of the company have been taking part in weekly drills on the floor of the indoor golf course maintained by the company at its headquarters on Warren street.

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Mr. Wilbur Walton,
1711 Woodbine St.,
Ridgewood, N. Y.

INDIAN DIRECT

The Biggest and MOST EFFECTIVE Adverti

The above shows the 4 Illustrated Letters, which comprise the Indian Direct Mail Campaign.

These Letters are handsomely illustrated in four colors, exceedingly attractive, carrying interesting and important Indian announcements!

85,000 of these Illustrated Letters have been sent to as many prospects in all parts of the country.

Already the returns are marvelous!

In the first 5 days over 3,500 replies were received from men interested in Indian Motocycles.

Every day is bringing additionally large numbers of interested inquiries!

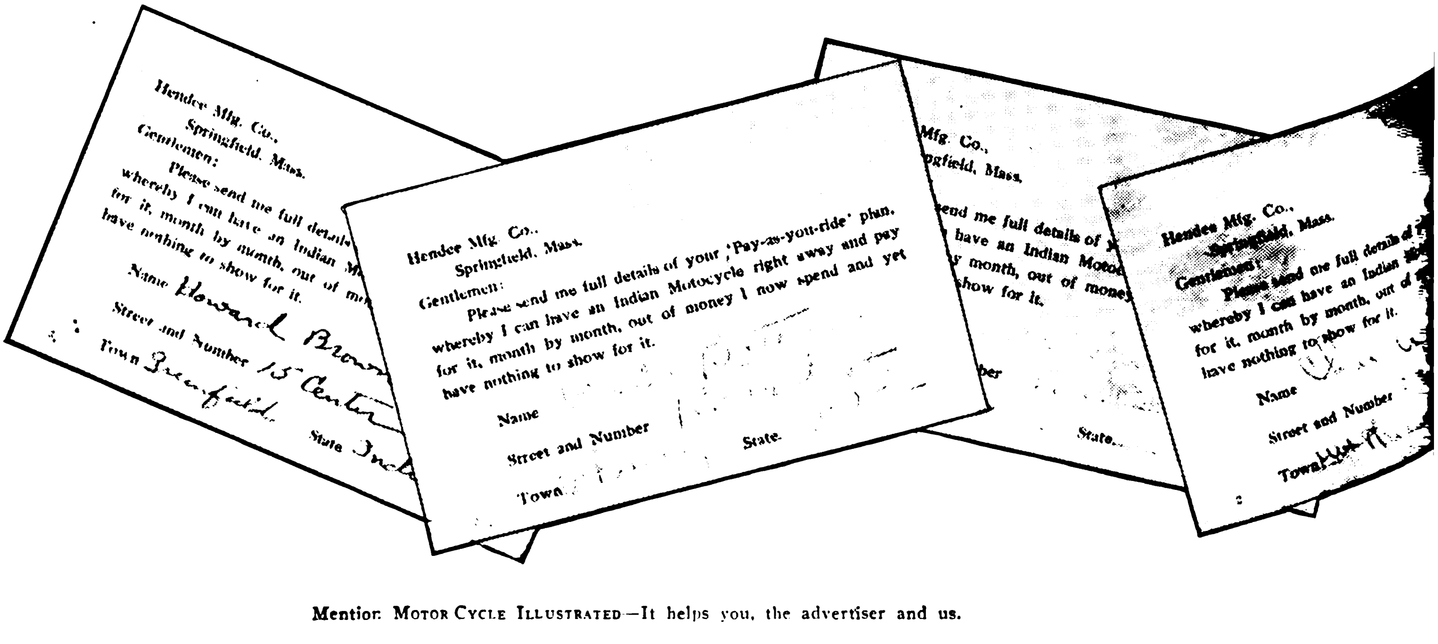
Every one of these replies is from a *live prospect!*

Every man has signified his interest in Indians!

These replies are not from irresponsible "catalog collectors."

This means the sale of at least 2,000 Indian Motocycles to men who have never heretofore ridden a motorcycle!

Join the : :
Indian tribe
It will help :
you to work
better and :
play more


Hendee Mfg. Co.,
Springfield, Mass.

Gentlemen:

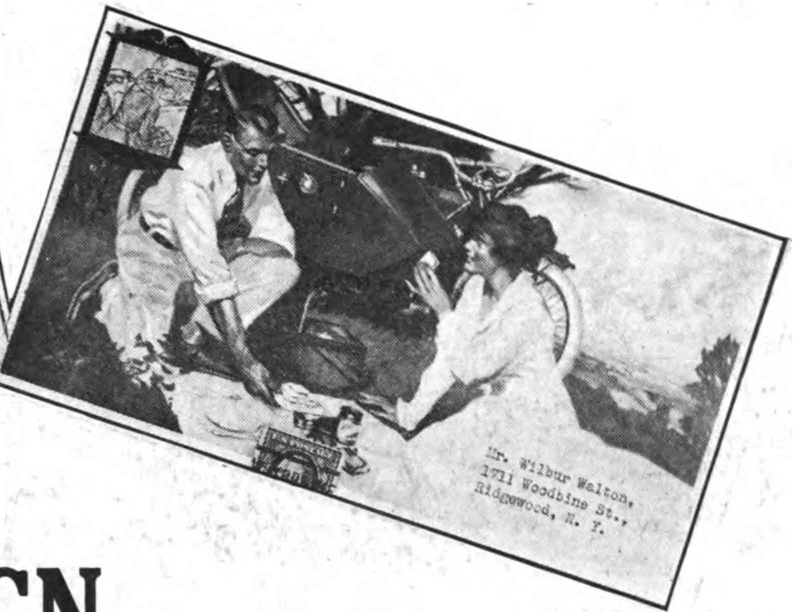
Please send me full details of your 'Pay-as-you-ride' plan, whereby I can have an Indian Motocycle right away and pay for it, month by month, out of money I now spend and yet have nothing to show for it.

Name

Street and Number

Town State

Mr. Wilbur Walton,
1711 Woodbine St.,
Ridgewood, N. Y.


Mr. Wilbur Walton,
1711 Woodbine St.,
Ridgewood, N. Y.

AIL CAMPAIGN—

Plan Ever Offered Any Motorcycle Dealer!

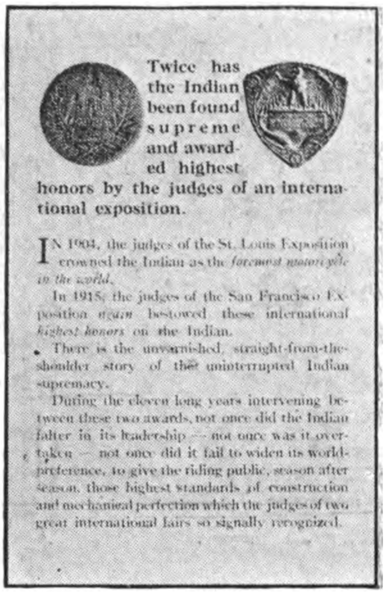
This Direct Mail Campaign is the BIGGEST and *MOST EFFECTIVE* Motorcycle Advertising Campaign *ever conceived*—and means a great deal more additional business for every Indian Dealer participating in this unusual sales-producing campaign.

Mr. Dealer—If you have not taken advantage of this important advertising and sales plan you have missed a real opportunity to boost your sales.

This campaign is but another example of Indian cooperation and demonstrates the interest and enthusiasm aroused by the 1917

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
SPRINGFIELD, MASS.

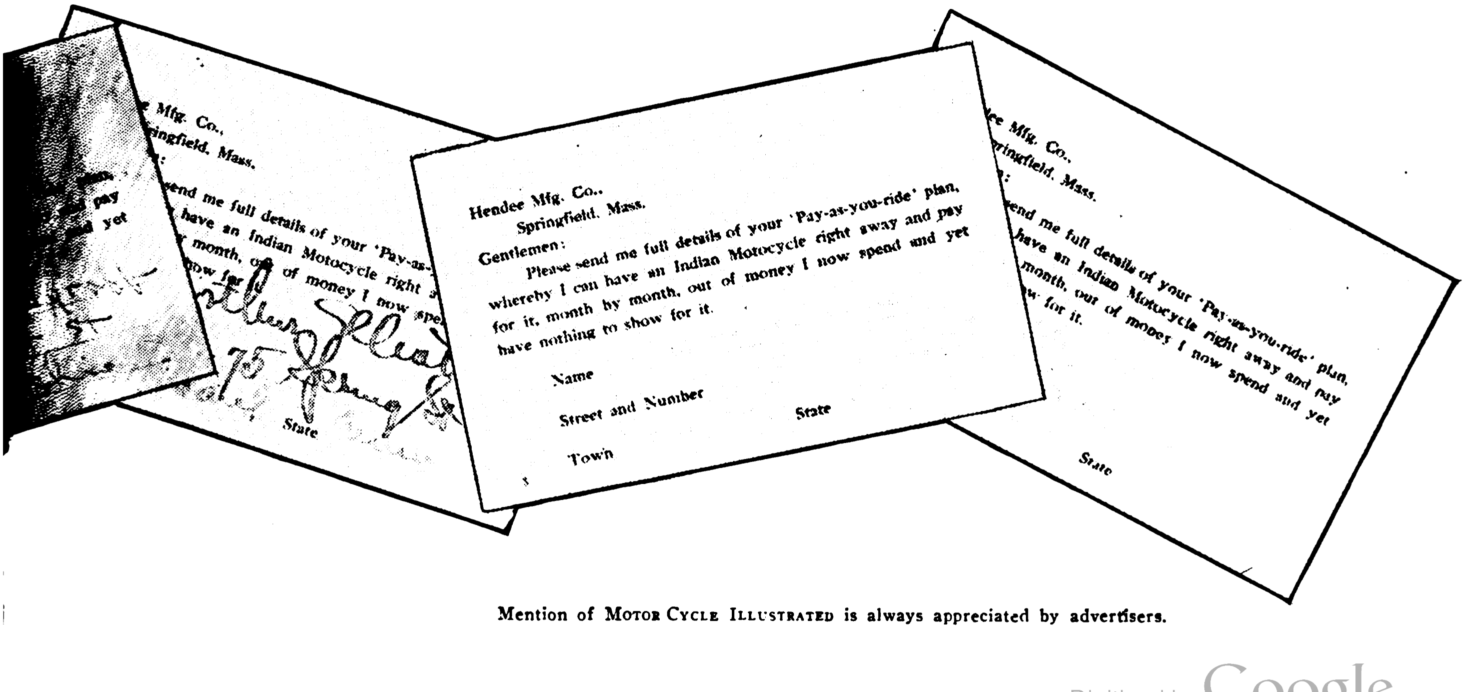

Twice has the Indian been found supreme and awarded highest honors by the judges of an international exposition.

IN 1904, the judges of the St. Louis Exposition crowned the Indian as the *foremost motorcycle in the world.*

In 1915, the judges of the San Francisco Exposition *again* bestowed these international *highest honors* on the Indian.

There is the unvarnished, straight-from-the-shoulder story of the uninterrupted Indian supremacy.

During the eleven long years intervening between these two awards, not once did the Indian falter in its leadership — not once was it overtaken — not once did it fail to widen its world-preference, to give the riding public, season after season, those highest standards of construction and mechanical perfection which the judges of two great international fairs so signally recognized.


Hendee Mfg. Co.,
Springfield, Mass.

Gentlemen:

Please send me full details of your 'Pay-as-you-ride' plan, whereby I can have an Indian Motocycle right away and pay for it, month by month, out of money I now spend and yet have nothing to show for it.

Name

Street and Number State

Town

THE LIGHTWEIGHT'S FIELD INCLUDES THE DAMSEL

A Los Angeles Miss Who Says There Is Nothing Quite So Enjoyable as a Spin on Her Little Cleveland Lightweight

QUAKER DEALERS FORM BODY

Western Pennsylvania Dealers Meet at Pittsburgh and Elect Officers; Some of the Things to Be Done

PITTSBURGH, Pa., March 15.—A meeting which resulted in the formation of the Western Pennsylvania Cycle Dealers' Association was called together last evening by E. R. Durkee, of the Harley-Davidson traveling staff, and Harvey Barnard, the Indian traveling representative in this vicinity.

The meeting was attended by S. C. Hamilton and Richard Bacon, Harley-Davidson dealers; A. D. Schmidt and Cameron Kaup, of the Motorcycle Exchange, Indian distributors; J. W. Lawson, Dayton dealer; Harry L. Neff, Excelsior and Thor dealer; Harry D. Immel, Henderson dealer, and W. G. Paulson, of the Excelsior Motorcycle Agency.

It is planned to have the association include all members of the two-wheeler industry, including motorcycle and bicycle dealers, throughout the territory as far east as Johnstown, north as far as Oil City and south as far as Uniontown.

Robert Immel was tentatively elected president, W. G. Paulson, vice-president and treasurer, Hugh Warnock, of the Vacuum Oil Co., secretary.

The association has in hand for consideration the establishment of a clearing house for used machines, a schedule of allowances for used machines, regulations of closing hours and Sunday closing, and the promotion of tours, sociability runs and competitive events.

LYONS HEADS BLUE RIBBON M. C.

BROOKLYN, N. Y., March 19.—Edward Lyons was re-elected president of the Blue Ribbon M. C. at the annual meeting of that body in the club rooms, 361 Hamilton avenue, on March 13.

MINNEAPOLIS TRACK SOLD

Trust Co. Buys in Property for $250,000; Receivers Appointed Last July

MINNEAPOLIS, Minn., March 19.—The Twin City Speedway has been sold under the sheriff's hammer to the Minneapolis Trust Co. for $250,000. The present owners hold $350,000 of the bonds. The speedway went into the hands of a receiver in July, 1916, said to be on account of labor and material claims of nearly $100,000 unpaid. The stockholders brought a liability suit March 9.

The famous Minneapolis board track has had a tempetuous career, but it is hoped that the present financial rearrangement will result in straightening out its affairs and a continuance of the racing sport. There has been some talk of promoting a motorcycle contest if the support of the manufacturers can be secured.

EDWARDS-CRIST CATALOG

Middle West Jobber Offers 192-Page Booklet Describing Its Various Lines

CHICAGO, March 13.—The 1917 catalog of the Edwards-Crist Mfg. Co. is just off the press. It is a 192-page booklet, describing just about everything there is that is worth while in bicycles and motorcycle and bicycle parts, accessories, supplies and fitments.

It has been the attempt of J. M. Landis, who compiled the book, to make it as clear and concise as it is complete, and that he has succeeded in his work can not be gainsaid.

The effect of the experience of the Edwards-Crist folk in the retail business is plainly evidenced in the careful selection of the devices cataloged. Everything for the progressive and wide-awake two-wheeler merchant is listed, but the selection has been carefully made to eliminate shoddy parts and fitments which do more to hurt trade than to stimulate it.

The Edwards-Crist folk continue to do both wholesale and retail business in Chicago and Cook County as usual; outside of those limits their goods will be sold through dealers only, it being their ambition to supply the entire Middle West trade with parts and accessories. The jobbing business is under the management of H. N. Kirk, formerly sales manager for the Thor, and is rounded out by the following salesmen:

J. LeRoy Arnold, covering Nebraska, Minnesota and the Dakotas; H. G. Pruett, covering Illinois and Iowa; L. C. Davis, covering Kansas, Oklahoma and Western Missouri; J. C. Grigsby, covering Indiana and Michigan; C. E. Wilson, covering Chicago and its subrubs, and M. C. Shory, covering Ohio, West Virginia and Western Pennsylvania.

FREDLENDER GETTING READY

HAMILTON, Ont.—In anticipation of Bicycle Show Week, and in preparation for a big bicycle year, S. Fredlender, 464 King Street West, Hamilton, has made a number of improvements in his store. Thanks to his own mechanical ability, Fredlender has built an attractive show window with neat lattice background while he has greatly improved his facilities for the display of motorcycle and bicycle accessories.

NEW TRAVELER ASSIGNED

NEW YORK, March 20.—J. A. Greenway has just been assigned to tell the people of Pennsylvania, Maryland, Virginia, Delaware and the District of Columbia why they should buy sporting goods from Baker, Murray & Imbrie, Inc., of this city. Mr. Lister, of Baker, Murray & Imbrie, has been selling bicycles and bicycle sundries in this same territory, and will continue to do so. Mr. Greenway will specialize on Abbey & Imbrie fishing tackle, camp equipment and sporting goods.

BOUGHT A DAYTON ON SIGHT

TEXARKANA, Tex.—The Rowe Stamp Co. received their first Dayton motor bicycle yesterday afternoon and this morning had sold it to Chas. J. Francis, who is a clerk in the Iron Mountain railroad offices here. The machine is one of the new clutch models manufactured by the Davis Sewing Machine Company at Dayton, Ohio, and Charlie Francis is such a good booster for it that the Rowe Company have already lined up a number of prospects for more machines and have sent in a rush order to the factory.

WHITING PLANS PICNIC RUN

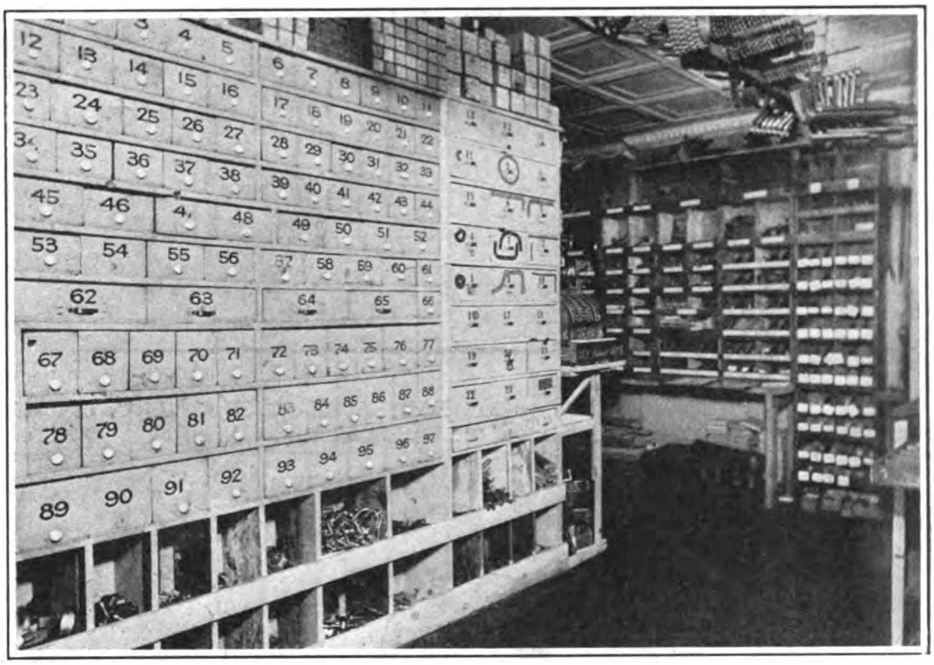
DENVER, Colo., March 16.—Walter W. Whiting, of this city, and State distributor for the Harley-Davidson machine, is making plans for gathering of about two hundred Harley-Davidson riders in this city for a run to some mountain resort where a picnic will be held. Whiting does not know just when he will be host to such an affair, but states that he expects to make the event a reality sometime this summer. Whiting is a believer in motorcycle runs and picnics and similar events as business promoters.

CAMPERS AS CLEVELAND PROSPECTS

PROVIDENCE, R. I., March 19.—Burnett Brothers, proprietors of the Harley-Davidson store here, announce the arrival of the 1917 Cleveland. Roy Burnett says the firm will go after "down-the-river" boys as customers, because he believes men going into summer camps for the season will appreciate the machine as a means of better conveyance than the electric cars.

DOES YOUR STORE LOOK LIKE THIS?

This Is a Photo of the Attractive Salesroom of the Wagner-Dolph Co., Rochester, N.Y. Its Attractiveness Is the Goal Toward Which Dealers Should Head



Showing the System Employed by the Wagner-Dolph Co. for Keeping Track of Harley-Davidson Parts. It Is Easy to Reach Any Required Part of Any Model.

THEY ALL TURNED OUT TO CELEBRATE INDIAN DAY AT ALAMOSA

GEO. W. SPRIESTERSBACH
Indian Day Feb. 22-1917
Alamosa Colo.

Riders of All Sorts of Wheeled Vehicles Lined Up Before the Indian Depot of George W. Spriesterbach at Alamosa, Colo., for the Washington's Birthday Festivities. The Photo Shows a Few of Them.

THERE ARE BUT TWO

ANNUAL SPR

APRIL 1

Recognizing

MOTOR CYCLE

as being supreme in the cycling field, and knowing that our promises always materialize,
tising space upon the mere announcement that

APRIL 12 IS THE DATE O

These dealers and manufacturers KNOW Motor Cycle Illustrated—they know
ised. They KNOW the policy of Motor Cycle Illustrated—they KNOW that we make
we can fulfill. They KNOW that we have the largest circulation of any paper covering
net paid circulation is

10,000

And over and above our regular ten thousand weekly subscribers the Spring Number of Motor Cycle Illustrated will go into the hands of EXTRA THOUSANDS OF LIVE PROSPECTS who have written recently to dealer or manufacturer asking prices on their products. The dealers have already ordered extra copies to send to their prospects, thus creating in each prospect an enthusiasm that will prompt him to buy at once.

And this great number will make its appearance just at a time when all lovers of clean sport and exhilarating pastime are bubbling over with enthusiasm—April 12, the opening of the riding season. The warm sunshine of Spring will have reached down into the hearts of all red-blooded persons and engendered

MOTOR CYCL

13 PARK R

RE ISSUES BEFORE OUR

ING NUMBER

h, 1917

ILLUSTRATED

dealers, manufacturers and accessories makers hastened to send in their orders for adver-

OUR BIG SPRING NUMBER

ality of the issues that we got out in other Springs—always a little better than we prom-
ertions that we are not prepared to substantiate—no promises that we do not feel certain
cycle field—for we have proven by the AUDIT BUREAU OF CIRCULATIONS that our

WEEKLY

within them a longing for the open road and a desire to go purring over the hills and far away. Our Spring number will make thousands of converts to the sport and will be a result producer for every advertiser.

HAVE YOU ORDERED *YOUR* SPACE?

If not, we advise you to get busy and send—phone, write or wire—your reservation at once. If you are too busy to prepare your own copy our Advertising Service Department will do it for you. We will write your copy and submit it, with appropriate sketches, to you for your approval. But get your order in QUICK; that is important.

ILLUSTRATED

V, NEW YORK

Dressing Up the Mount

Now Is the Time to Re-enamel and Otherwise Brighten Your Machine and Sidecar If You Are Going to Use It Through Another Season; Overhauling Can Be Done While Enamel Dries

Enamelling Not a Difficult Undertaking If Carefully Handled

BY D. R. HOBART

FOR quite a large majority of the riders in this country, the real riding season opens some time in April, depending on how reluctant Old Man Winter is to cease leaving his characteristic icy trademarks all around. And now is the time, when riding is all too frequently mud-plugging, to take the favorite mount and put it into a bright, new dress ready for pleasant weather and the joy of Springtime on the open road.

A season's use of any machine will cause the enamel to look a bit dingy, but if the owner takes any pride in its appearance, he can, with a little work, re-enamel it and brighten up the plating, so that the veteran two-wheeler will look almost as if it had just been delivered from the factory. Not only will the work repay him in the fine appearance of the machine, but it will make him very familiar with the construction of the mount in the bargain.

Stripping the Frame

The first step is to strip the frame. The lamps, horn and brackets call for removal first, then follows the saddle and its pillar. The controls and pipes are next to be disconnected, with the chain guards taken off and the chains removed. Care should be taken in stripping that all bolts and nuts are attached to the parts to which they belong. The bolts can be put through the holes and the nuts threaded on, or they can be placed in envelopes and the latter tied to the respective part.

Next the motor is to come out of the frame; then the gearset and its controls. The handlebars follow, with their controls attached. Then the wheels come out and the mudguards and tanks are taken off. The spring fork rockers are the last thing usually to be removed, and the machine is then ready for scraping. Before starting on the frame, the tires are removed and the wheels unspoked.

Burning the Enamel

The old enamel can be removed in the shortest time by burning off with a blowtorch, after which the frame is to be gone over with emery cloth until all traces of color are removed. It is well to remember that there may be brazing compound at the various joints and care should be taken not to reduce any of this with the emery paper.

It is vitally important as regards the looks of the new enamel finish for the machine that the frame and other parts should be clean before the color is put on them. The scraped surfaces should not be touched with the bare hands until after the varnish coat is dried on. Clean rags or white cotton gloves should be used on the hands whenever handling of the frame and other parts is necessary.

The tanks, mudguards, chain guards and rims should be treated in a similar manner, but as they are of thin stock, the burning off of the enamel should be done slower than in the case of the frame. When each part is scraped, it should be cleaned with a solution of washing soda and water to remove any grease, and afterwards thoroughly dried with clean cotton cloths.

Provide enough air-drying enamel of the desired color, also two decalcomanies or transfers for the tank sides. Take the frame and other parts to a room as free as possible from dust and apply the first coat with a wide brush, moving the brush with even strokes so as not to put color on too thick at any one place. When an even coat is applied to the frame, put it aside to dry and proceed to put the first coat of color on the guards, etc. The time for the enamel to set varies from several hours to a day, depending upon weather conditions. Note that air-drying enamel is to be used.

While waiting for the first and succeeding coats to dry, the rider can profitably employ his time in cleaning out carbon from the cylinders, grinding in the valves, detaching the muffler and exhaust pipes and cleaning them, and draining and renewing the lubricant in the crankcase and gearset. It will be well, also, to go over the steering head bearings to see that there are no cracks or scores when they are removed from the frame. Any defective part should be repaired or replaced, in order to save trouble at a later date.

First Coat and Rubbing

When the first coat is dry, take rotten stone, and water and rub down the frame with this. The rubbing should be continued until the color is dull and smooth. When the work is again dry, a second coat should be put on and allowed to dry as before. The guards and other enameled parts are to be gone over the same as the frame.

In the meanwhile, the spokes can be polished up, the hubs taken apart and cleaned and the grease or oil renewed. If acetylene lamps are fitted the burners should be removed and cleaned and the reflectors, bodies and front glasses polished. In cleaning reflectors, use a woolen cloth and rub in one direction only, using a circular motion. If any control parts need renickeling, this is a good time to have it done.

When the second coat is dry this also should be rubbed with rotten stone and water and dried. Following this, the striping should be done. With a little practice, anyone with a steady hand and light touch can do this. Get a striping brush, which usually has a quill handle, and practice with color on some flat surface before operating on the frame and tanks. In striping the tubing and rims, the little finger can be used as a guide along one side or edge, the brush being drawn slowly in one direction only. For the tank with its irregular outlines, a wooden guide can be made up to ensure evenness of lines.

Let the striping dry, and then prepare the decalcomanie for application to the tank. Apply according to directions on the decalcomanie backing and see that it adheres firmly. The work is now ready for the final or varnish coat. When the surfaces are absolutely dry, brush on the varnish coat evenly and allow it to dry. The enamelling is now completed.

Reassembling the Mount

In assembling the machine, commence by building up the wheels and truing them. Put on the tires. Assemble the forks and see that the head bearings are adjusted. Allow no color to remain upon any bearing surface. Put in the tanks and mud guards, replace the handlebars and wheels. The motor goes in next and is followed by the gearset; then the chains are connected and the chain-line adjusted. The attaching of the clutch, brake and gearshift controls naturally follows and the gasoline and oil lines are coupled up.

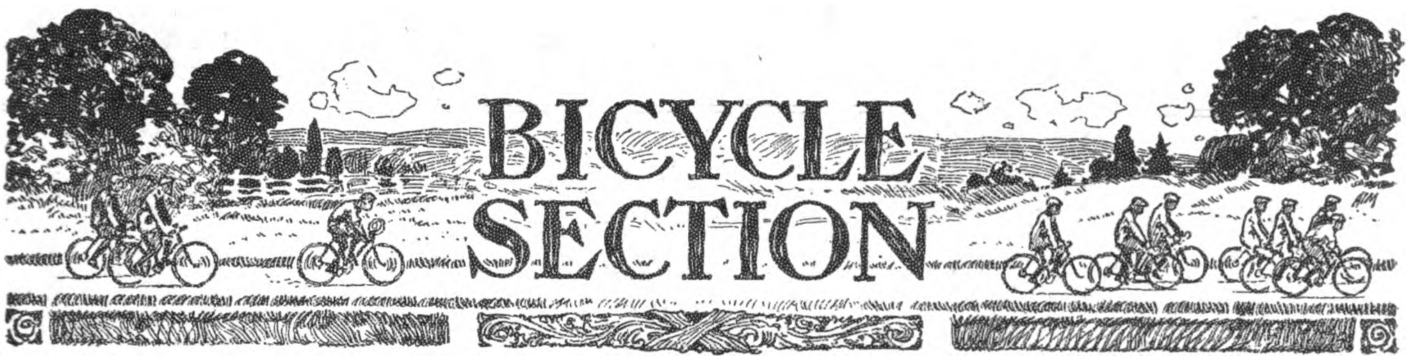
In attaching the controls, the rider should see that the different gear notches, for example, register exactly with the corresponding gear positions and that the brakes do not bind or rest too loosely on the drums in the off position. Lamps and other lighting accessories are the last to go on.

In preparing the sidecar for its dressing-up, it is well to overhaul the upholstery. The enamel surfaces should be treated in the same way as those for the tank, and if time and ability permit, the upholstery should be removed before the color is burnt off. This can be done in most cases by loosening the nails holding the leather to the frame of the car and taking out the springs and filling in one piece, if possible. The leather is to be treated with some first class dressing, after being cleaned and freed from dust. The dressing must be dry on the surface of the leather before the latter is replaced in the car.

Dismounting the Chassis

It will, of course, be necessary to disassemble the sidecar frame (taking off the wheel, connections, clips, etc., but not breaking any frame joints) before scraping and enamelling. As in the case of the motorcycle, it will be a good time to examine the various parts for wear or injury when the chassis is disassembled. The wheel lubricant should be renewed after cleaning the hub and this should be followed by assembling the side wheel, and replacing it

(Continued on page 36)



COAST SIX-DAY RIDERS GET BACK

Majority of San Francisco "Grinders" Return to Newark—Rush Into Print with Stories of Race—Everyone Has a Different Story to Tell—Rules Violated by Riders

NEWARK, N. J., March 19.—Nearly all of the bicycle riders and trainers that competed in and worked the recent San Francisco six-day race, which terminated Saturday night, March 10, returned to this city during the latter part of the week. Reggie McNamara, Eddie Root and Fred Hill, three of four riders who quit the race the night before the finish, returned on Friday, and 17 riders and trainers arrived here yesterday afternoon. Manager Chapman got into town yesterday morning.

Everyone Has Tale of Woe

As expected the stories in connection with the running of the Frisco race, which gave promise of being interesting, were related by riders, managers and trainers. After McNamara and Hill and Root and Corry had quit the race on Friday night they gave out a story to the effect that the race was not run strictly according to the rules. The story was printed in the Coast papers and much prominence was given the alleged "fake" reports.

McNamara after his arrival here denied that he quit the race, but was forced to withdraw after his partner, Hill, refused to continue. "Mac" had this to say: "I never quit a six-day race or any other race and did not want to get out of the Frisco grind; but did not have any other course to take. When Magin and Spencer gained their lap back (one of the causes of the withdrawal of the two teams) I was not on the track, so could not judge if they gained it back by fair means or not. I was willing to abide by the judges. Hill, Root and Corry, however, rode off the track and left me there alone."

McNamara Forced to Withdraw

McNamara continued: "In all the riding there was no relief coming for me, so I asked permission to get off my bike and try to reason with Hill to continue in the race. It was granted to me, and although I begged and pleaded with Hill as well as Root and Corry, to continue in the race, it was of no avail as I could not persuade them to get on their wheels again. I could have gotten on my bike and ridden for a few hours without any relief, but it would have been useless, as I would have been unable to finish the race alone. So you can see there was only one thing for me to do, and that was to withdraw."

Willie Spencer (on left) and Jake Magin, the Winning Team in the Recent San Francisco Six-Day Bicycle Race

Eddie Root, who is more or less of a trouble maker, stated that he and McNamara wanted to continue, but that Hill and Corry refused to do so. Root was very emphatic when he stated that all the rules of cycling were violated, but, of course, did not state that he violated any of them. Root also stated that when Madden and Arthur Spencer withdrew from the race Magin and Spencer took over the four hours allowed them by the rules. This statement was denied by the officials. Another remark of Root's concerned the record that the San Francisco race was supposed to be establishing. Root stated that as the riders rode on the flat of the track during the early morning hours the mileage credited to them could not have been possible.

When seen yesterday Manager Chapman stated that Root, Hill and Corry, after their being forced out of the race, did everything possible to harm the race from a financial standpoint, but despite their efforts the crowd on Saturday night was a capacity one. Chapman claimed that Hill and Root tried to run the race and when they could not sew things up to suit their own purposes they acted as recorded above. The case of the riders has been placed in the hands of the National Cycling Association, the governing body, who will dole out what punishment is deemed fitting for their case. Suspension from competition or a heavy fine will in all probability be their lot. The entire "junket" trip to Chicago and then on to Frisco has done the game no good and has left the local situation in a chaotic shape.

1917 COLUMBIA CATALOG OUT

WESTFIELD, Mass., March 19.—The 1917 catalog of the Westfield Mfg. Co., makers of the famous Columbia bicycles, is now ready for distribution and will be mailed upon request. The new catalog is featured by very marked innovations. The catalog has been very carefully gotten out and printed at a considerable expense. All Columbia models are described in a very readable manner, while the construction details are also shown.

METRIC RACES IN PARIS

Three Events of 100 and 1,000 Seconds and One of 100 Minutes Held

A NOVEL series of races were run at the Veldrome d'Hiver, Paris, late in February. Three of the events were run along the metric system, that is the distances or times were figured along that line. The first race was one of 100 seconds and was won by a youngster named Guillemin. Next came a race of 1,000 seconds, a race of 10 minutes and 40 seconds, which was won by A. Carapezzi, the Italian.

The big event of the day was the race of 100 minutes. This event was a team affair run along lines similar to those in vogue in American team and six-day races, and which had 13 teams starting. Thorwald Ellegaard, the famous Danish cyclist, and Henry Contenet, the Frenchman, won the race, Ellegaard doing the final sprinting for the team. Bobby Walthour, the American, and George Seres, the French rider, who visited these shores last season, finished second, and Oscar Egg, the Swiss, who was on the winning team in the last New York six-day race, and Jean Alavoine, France, ran third. In the 100 minutes the winners covered 67.25 kilometers (41.8 miles). In the hour Egg and Alavoine led and covered 25.8 miles.

BOBBY WALTHOUR WINS

American Takes Hour Paced Race in Paris—Paul Suter Badly Hurt

BOBBY WALTHOUR, the American motor-pace follower, who is now racing in Paris, scored another victory at the Velodrome d'Hiver, in the gay city, on Sunday, Feb. 25. Opposed to Walthour in the race, an hour affair, were George Parent, former French and world's paced champion; George Colombatto, the Italian, and Paul Suter, the Swiss. Walthour beat Parent by over 1½ miles and in the hour covered about 44 miles.

A bad accident featured the race, which for a time looked as though it would end in a fatality. Suter fell when his front tire gave way and came off and in falling he was thrown in front of Colombatto's pacemaker, Girard. Girard and Colombatto also fell and Suter received a broken collarbone, a fracture of the skull and broken ribs. Girard was also badly used up as was Colombatto, but the latter was able to resume the race only to drop out before the finish.

N. E. W. MAKE EARLY START

NEW YORK, N. Y., March 19.—An early start was made by the New England Wheelmen in the racing activities of the club. Yesterday two races were held over the Pelham Parkway course. J. Palmier accounted for the first "cork" race of the season, beating Eugene Aiskelin, G. Polacsy and C. Eiler in that order. A one-mile Pelham Trophy race, an unpaced affair, went to B. Baker. Polacsy finished second and Captain Schindler was the third man to cross the tape. The club will promote a number of pleasure and mileage competitions this year and will put up valuable prizes for the events. All amateur bicycle riders interested can find out all particulars by addressing Secretary Weissmann, 1033 Hoe avenue, Bronx, New York City.

GREAT WESTERN FLAG RAISING

LA PORTE, Ind., March 18.—Patriotic music and an address by Attorney H. W. Worden featured the recent flag raising at the factory of the Great Western Mfg. Co., makers of the Crown, Adlake and America bicycles. Charles Lonn, Jr., son of C. A. Lonn, vice-president and treasurer of the company, pulled the flag to the top of the staff of the main factory building, while the large crowd present stood with bared heads as the band rendered "The Star Spangled Banner." As the flag was loosened a salute of 13 guns was fired from the top of the building. The flag was paid for by the factory employes, who originated and carried out the ceremonies.

BIKE OUTLOOK IN WASHINGTON

WASHINGTON, D. C., March 20.—Frank D. Hazelton, the veteran cyclist and trade worker, has been doing wonders in the way of stirring up enthusiasm among members of the Washington Cycle Club. The interest he has aroused is reflected in an unusually brisk sale of racing machines. During the past week or ten days he has sold to Cy Cauffman a specially fitted Tribune racer, weighing 19 pounds, and to Cotton Howell a Clipper light roadster.

Howell is now the champion road rider for the District of Columbia, and is in training for a busy season. All indications point to one of the best bicycle sales seasons that Washington has known, according to Hazelton's reports.

LATEST BICYCLE BOOSTER OUT

The "Optimistic Number" of the *Bicycle Booster*, a house organ published by the A. O. Smith Corp., of Milwaukee, Wis., makers of the Smith Motor Wheel and the Smith Flyer, has been received. The number is profusely illustrated and shows both of the company's products in use in many climes.

ANOTHER N. C. A. TITLE RACE

BROOKLYN, N. Y., March 19.—On Friday night, April 13, the Smart Set A. C. will hold a combined cycle and athletic meet at the Thirteenth Regiment Armory. The bicycle event on the program will be the three-mile N. C. A. indoor championship, sanction having been granted by the governing body for the event.

HONOR THE AMATEUR CHAMPION

ORANGE, N. J., March 20.—John L. Staehle, the American amateur champion cyclist, will be tendered a reception and ball by the association bearing his name. The affair will be held at the Palace Hall on Main street, Friday night next.

WRIGHT CYCLISTS TO HOLD RUN

SALT LAKE CITY, Utah.—The Wright Cycle Club will hold its first run of the season on Sunday next. Captain William Phister will take his men over the lagoon course, leaving at 10:30 o'clock on Sunday morning.

MORMON CITY RACING

All the Bicycle Dealers Get Together and Arrange Program

SALT LAKE CITY, Utah.—All of the bicycle dealers in the Mormon City have gotten together for the promotion of a series of bicycle races on the once famous bicycle track at Beck's Hot Springs. The dealers have consented to gather at the track on March 18, and to put it into riding shape. The track meaures four laps to the mile, and is surfaced with cinders and clay.

The races, the first of which is scheduled for April 8, will be run strictly under National Cycle Association sanction. The movement came about as a result of agitation on the part of "Musty" Crebs. The dealers behind the movement are: The Bicycle Supply Co., House of Hopper, Lon Claflin, Phil Wright Cycle Works, E. B. Heagrin Cycle Co., J. W. Guthrie Cycle Co., C. A. Fowler Cycle Co., Cycle Department, Salt Lake Hardware Co., Anderson Motor & Bicycle Co., Clifford Jennings, Fisk Rubber Co., United States Tire Co., and B. F. Goodrich Co.

Route List of The Speedsters

March 24, Brooklyn, N. Y.—Home trainer races under auspices of the Long Island Division, C. R. C. A., at 636 Glenmore avenue.

March 24 and 31, Newark, N. J.—Home trainer championship of New Jersey at Bay View Wheelmen's Club.

March 25.—New York City—Pleasure trip of the Century Road Club of America, New York Div. Rain date, April 1.

April 1, Washington, D. C.—Three races, match, 5-mile handicap and 20-mile handicap under auspices of Frank D. Hazleton.

April 8, New York City—Spring century of the Century Road Club Association, New York Div. Rain date, April 15.

April 10.—Brooklyn, N. Y.—Two bicycle races at Brooklyn-Queens Police A. A. games at 13th Regiment Armory.

April 13, Brooklyn, N. Y.—Three-mile N. C. A. indoor championship under auspices of Smart Set A. C., at the Thirteenth Regiment Armory.

April 14, New York City—Two-mile bicycle race at 71st Regiment Armory under auspices of St. Georges Club.

April 22, New York City—Ten-mile open handicap road race of the Unione Sportiva Italiana. Rain date, April 29.

April 28, Pomona, Cal.—16-mile bicycle race under auspices of California Bicycle Jobbers' Club.

April 29, San Francisco, Cal.—Annual 30-mile novice relay race, Golden Gate Park Stadium.

May 5, Santa Ana, Cal.—15-mile bicycle race under auspices of Orange County Bicycle Association.

May 6, Hoboken, N. J.—Ten-mile handicap road race under auspices of Century Road Club of America, N. J. Div. Rain date, May 13.

May 6, New York City—Spring century of the Century Road Club of America, New York Div. Rain date, May 13.

BIKE MEN IN HAMILTON CONFERENCE

Final Plans for Bicycle Week Are Laid at Important Meeting and Program With Plenty of Variety Is Assured March 31-April 7

HAMILTON, Ont.—An important gathering of the bicycle clans occurred at Hamilton, Ont., on Tuesday, March 6, when various preparations were made for Bicycle Show Week, March 31-April 7, and for the coming season generally. Trade representatives and boosters from Brantford, Toronto and Weston were present as well as the twelve members of the Hamilton Bicycle Dealers' Association. Final arrangements were made for the use of whole pages of space in the Hamilton *Spectator* and the Hamilton *Herald* several times during Bicycle Week and, incidentally, it was agreed that only bicycles should be mentioned on the specified space.

Carnival to Feature Week

The main event of Bicycle Week in Hamilton is to be a Calithumpian Carnival on Friday, April 6, when prizes will be given for the most unique bicycle turnout and for costumes. Every cyclist in Hamilton will be eligible for this carnival and parade. Partial arrangements were also made for the appearance of trick cyclists on local street, while every local dealer is to ride an old high-wheel or bone-shaker as often as possible during the week. A committee composed of Messrs. Underhill, Funger, Beckingham, Longfield and Ellis, was selected to arrange for bicycle sports. One probable feature of the Spring celebration will be a ride by 200 military cyclists from Toronto to Hamilton, 40 miles, when the soldiers will be publicly welcomed by Hamilton's mayor or other prominent officials.

Many suggestions for the decorating of store interiors and the brightening of windows were received and it was decided to award prizes for the best displays. It was decided to hold the next meeting at the New Commercial Hotel, Hamilton, on Tuesday, March 26.

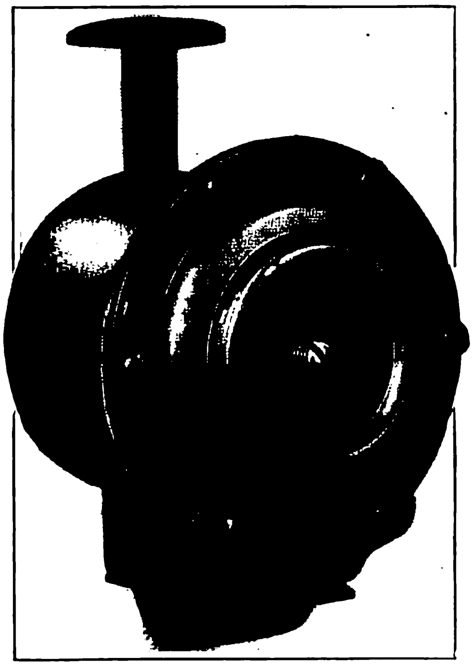
Talks on salesmanship, store management, bicycle boosting, etc., were delivered by President N. S. Ferries, of the Hamilton Bicycle Dealers' Association; W. G. Hawthorne, president of the Brantford, Ontario, Association; Dan Allan, of Toronto, a former resident of Hamilton and one of the most prominent bicycle men in the country; E. T. McCubbin, F. Gott and L. Isaacs, of Brantford, and W. M. Gladish, Toronto. The latter was made an honorary member of the Hamilton organization.

Others present included W. F. Longfield, C. Webb, E. Underhill, W. J. Ellis, Max Funger, S. Fredlender, T. W. Beckingham, J. R. Dixon, G. W. Tyner, E. O. Knischewsky and J. Scott, all of Hamilton, and Frank Long of Weston, Ontario.

LONG BICYCLE HORN

Piel Company Will Sell Mechanical Signal Through Cassidy Co.

LONG ISLAND CITY, N. Y., March 19. —having made an enviable reputation for themselves in the automobile and motorcycle field with the Long mechanical horn, the G. Piel Co., Inc., has entered the bicycle market with a similar warning signal for use on bicycles, which sells at $1.50.



New Long Bicycle Horn

The device, which is handsomely finished in black enamel and fitted with an adjustable clamp, which takes the handlebar on any machine, operates on the same principle as the larger types of Long horns. Sales of the new Long horn will be handled through Edward A. Cassidy, Inc., Madison avenue and 40th street, New York, a selling organization which handles the entire output of the Piel plant.

U. S. I. BALL DUE SUNDAY

NEW YORK, N. Y., March 20.—All arrangements have been completed for the seventh annual ball of the Unione Sportiva Italiana, to be held on Sunday night next at the Palm Garden, 58th street and Lexington avenue. Part of the proceeds will be turned over to the Italian Red Cross Society and the Italian Hospital on East 83d street, while a portion will be given to the fund for the purchasing of clothing for the Italian soldiers. Busoni's double orchestra from the Ritz-Carlton and the Knickerbocker hotels will furnish the music.

HILLER TAKES LARGER QUARTERS

LORAIN, O., March 18.—Walter Hiller, bicycle dealer and repairman, has moved from his old place on Broadway and Sixth street to more commodious quarters in the old postoffice building. Need of larger quarters owing to increased business necessitated the change.

NEW ROANOKE CYCLE COMPANY

ROANOKE, Va., March 13.—With an authorized capitalization of $50,000 the Roanoke Cycle Co. has been incorporated to deal in bicycles, sporting goods, etc. E. L. Flippo, a resident of Roanoke, is behind the venture.

On the Bell Lap

BY THE VET

Spring has arrived. Now for the increased sales in bicycles.

Nat Butler, manager of the Revere Beach bicycle track, near Boston, will open up his course on April 19, Patriot's Day.

Bicycle Week will soon be with us. Already there are numerous road and track races scheduled throughout the country, and before the big doings come around there will be many more. Have you arranged for a race, Mr. Dealer?

A rider named Brandy is competing at the Velodrome d'Hiver, Paris. He finished eleventh in a "miss and out" race recently. Another Parisian cyclist is named Cheret (Sherry). It must be great when both of them get mixed up.

Our social duties this week will keep us pretty busy. John Staehle, the amateur champion's reception and ball, the Bay View Wheelmen's home trainer championships and the U. S. I. ball will make us step some, but we think we'll survive.

Hans and Ernest Ohrt, the San Franciscans, have quit the cycle-racing field. Ernest wants to be a manager of a cycle store in Oakland, Cal., or a clown in a circus—some difference in positions—while Hans will branch out in the tire game.

Albert "Musty" Crebs, the Salt Lake City rider now retired, states he is going to run amateur races at the old Beck's Hot Springs track, outside of the Mormon metropolis. April 8 is scheduled for the opening and races will be held every Sunday. Crebs is a strong booster for cycling.

Now that the six-day race that was run out in the lair of the Native Sons has left such a bad flavor it might be well for the National Cycling Association to see that more competent officials are employed. It is a hard job to get good officials, but they are sadly needed. Rules should and must be enforced.

No less than five bicycles for place prizes and one for time prize have been secured by the Unione Sportiva Italiana, for their 10-mile road classic on Sunday, April 10. One of the special prizes is for the first married man to finish. Sylvain Segal, of the C. R. C. A., will be out after that prize. Segal only recently did the "love, honor and obey" stunt.

Two home trainer championships are to be decided shortly. On Saturday night, March 24, the newly formed L. I. Div., C. R. C. A., will conduct the New York titular events at their clubhouse in Brooklyn. March 24 and 31 the Bay View Wheelmen will hold the championships of New Jersey at their Newark headquarters. Champions will be almost as plentiful as robins in the gentle spring before long.

I am the Dealer—

"I CHOOSE goods that people want.

"When they *have* no choice I must show them the best there is—because I want them to come again.

"Take the New Departure brake—that fills the bill in both cases—most popular and most reliable —that's it in a nut shell.

"But this is not the only reason I root for New Departures. That company opened my eyes to my opportunities. They gave new ideas and new enthusiasm that has meant real money to me.

"They offered to help me sell bicycles.

"I listened.

"I cleaned up my windows, used their attractive and 'peppy' folders, booklets, signs, etc., got up a mailing list, let them send out for me a series of handsome mailing cards, all printed with my name—and business picked up at once.

"You'll always find the New Departure Company fine people to deal with."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

THE NEW DEPARTURE MFG. CO.
BRISTOL, CONNECTICUT

Questions and Answers

TRIO OF QUERIES

PLEASE tell me how to oil my Corbin-Brown speedometer and the valve stems of the 1916 Indian. (2) What circuit should a magneto cut-out be attached to, the primary or secondary? (3) What causes the spark grip on my machine to work back as soon as the hand is taken off it? WILLIAM NICHOLAS.

Brooklyn, N. Y.

The speedometer you mention should not need oiling for a season. Apply to the Corbin Screw Corporation, New Britain, Conn., for more detailed information. The oiling of the valve stems will take care of itself. (2) The cut-out is attached to the primary circuit and shorts it to prevent the building up of the secondary current. If you attach the cut-out wire to the knob on the contact-breaker casing of the magneto, you will have it correct and on the primary circuit. (3) The cause is looseness in the pivots and the drag of the valve lifting mechanism, attached to the same linkage.

RODS AND PISTONS

WOULD like to know if it is necessary to have the two connecting rods in a twin motor weigh the same. Also, when pistons are made lighter, whether the flywheels need to be lightened.

Sherman, Cal. WILLIAM N. TENNY.

The connecting rods in a twin motor should weigh the same to get the best effect, but many motors have one slightly heavier than the other and it apparently makes no difference in the running of the motor. If your rods do not weigh the same, there will be no need to attempt to equalize the weights of the two, provided the rods are those obtained from the factory.

When the weight of the pistons has been reduced, it may be necessary to rebalance the motor, and in such a case, it is possible that the flywheels may need a small hole or two bored in them to effect this.

DEPENDS ON THE WEAR

HAVING a 1913 twin motor which tends to pass oil above the pistons rather freely, I would like to know if fitting Sta-Tite rings would prevent this and give more power. Also, what the gear ratio of my machine is with 14-tooth sprocket on engine shaft, 20-tooth drive chain, 36-tooth on clutch and 31-tooth on rear wheel.

Pittsburgh, Pa. RALPH MEYERS.

Whether the rings you mention will do the trick depends upon how much worn the cylinders are. They certainly would do it if pistons correct for the present size of the cylinders are fitted, and you would get all the power that the motor has in it, when these pistons and rings were fitted. It may be that your pistons are too small for the worn cylinders.

Gear ratios are calculated thus: Number of teeth on rear wheel multiplied by the number of teeth on clutch. Divide this result by the number of teeth on engine shaft multiplied by the number of teeth on drive chain (countershaft). In your case, we have, 31 x 36 is equal to 1,118, and 20 x 14 equal 280; 1,118 divided by 280 is equal to 3.88 to 1.

WILL NOT RUN SLOWLY

I HAVE a 5-horsepower twin which I find difficult to throttle down on the stand. The only way to get it to run slowly is to retard the spark. I had the carbureter overhauled and fitted up correctly, and the timing is according to factory marks. I have never had the motor apart.

Belleville, W. Va. W. S. Ki[illegible]

The motor you have is meant to [illegible] quite a high speed and as far as we [illegible] riders have always had difficulty [illegible]ting them to run slowly. We do [illegible] that you can do anything to it short of using a larger rear wheel sprocket if it runs too fast on the road with you, and this we do not recommend, as it may cause overheating. If you do not like reducing speed by means of the spark, sell it and get a more modern machine. Motors of this type depended to a great extent on the spark for slow running.

MILITAIRE MAKER

PLEASE give me the address of the makers of the Underslung Militaire motorcycle.

GEORGE M. OAKS.

New York.

The Militaire Autocycle Company, Inc., Buffalo, N. Y., are the manufacturers of this machine.

REDUCING THE NOISE

I HAVE a 1917 model of twin motor, which is very noisy in the cam case. I was thinking of having the cam cut differently; the rollers seem to drop suddenly instead of rolling over the cam. There is plenty of speed, and I have taken up on the rods all I dared. I would like to know if altering the shape of the cams will affect the speed and power.

DAVID L. CARTER.

Baltimore, Md.

If your motor is designed to give very high speed, the cams are necessarily steep and the tappets drop off quickly, making considerable noise. You can get different cams from the factory, but these may slow down the speed of the motorcycle two or three miles per hour. They will reduce the noise to a surprising extent. We suggest, however, before you decide to make a change of cams, to see that the cam case is getting plenty of oil.

HAVE ONE MADE

PLEASE tell me where I can get a hub for a Baxter sidecar.

SILSBY & AUDIBERT.

Littleton, N. H.

We regret that we are not able to tell you where you can get one. Some of the Baxter cars had Chater-Lea hubs of English make, others had their own. The English hubs had a different thread from that used in this country. We suggest that you have a new hub made to order, or get a new axle spindle from the Eclipse Machine Company, and fit one of that firm's hubs.

BOOK ON REPAIRS

I WOULD like to get a book on the repair of bicycles and motorcycles. Such things as wheel building, frame brazing, etc., are desired in such a book. I am going into the business and would like a few pointers. Also, tell me if your magazine comes out weekly all the year round.

New York. SYDNEY KLEEBERG.

An excellent book on the subjects desired, although it is not quite up to date on tire repairs, is "Bicycle Repairing," for sale by the McGraw-Hill Publishing Co., 239 West 39th street, New York. There are no books which treat properly on motorcycle repairing at present.

Motor Cycle Illustrated comes out regularly each week all the year round and has done so for the past two years.

NO LONGER MADE

I WOULD like to get the address of the maker of the Mack, V-type motorcycle engine, as I need repair parts for the same.

Canton, O. C. W. CLEWELL.

The Mack motorcycle engine has not been made for several seasons. It was formerly made in Indianapolis by the Universal Machinery Co., at 1913 St. Paul avenue.

PEUGEOT AND STOLL

I HAVE a Peugeot water-cooled motorcycle with two-speed gear and two wheels in front and would like to know what year this outfit was made. Also, where Stoll tandem parts can be procured in or around New York. G. HEIDEN.

Bronx, N. Y.

The Peugeot motor is either 1912 or 1913, but we do not know about the frame with the two front wheels. Possibly, this is one of the 1911 Millford tricar frames which was imported into this country by the Ovington Motor Co., at that time agent for the F. N. motorcycle. For Stoll tandem parts, apply to Baker, Murray & Imbrie, Inc., 10 Warren street, New York.

WHO HAS LICENSE TAG No. 1?

(Continued from page 7)

So proud that he could not wait to have a better picture taken to send in to us.

Two Smith Motor Wheel riders, widely separated geographically, but close together as to mounts, are among the riders who have reported to us to date that they carry the number "primo" for their respective states. C. F. Monrad, proprietor of the Quality Cyclery at Mesa, Arizona, is one of these proud possessors; the other is Leslie W. Alstine of Detroit, Mich. The latter writes that he has used the Motor Wheel for a year and carried license tag No. 1 for Michigan for a year and finds that both wear well.

Such honor as attaches to carrying the initial tag in the State of Minnesota goes to Fred W. Oliver of St. Paul. Oliver writes that he would gladly send us a better picture were it not for the fact that we caught him in the very midst of his spring overhaul with the motor down and such like. Fred, you are hereby forgiven, likewise exonerated. Be sure now and make a good job of it! Thanks, too, for the tip on geography.

It sure was "pull" that got No. 1 for the lucky fellow who carries it in New Jersey. He is C. Parker Sweet of Trenton and is Custodian of the State Capitol and quite evidently is "next" to the system of getting what he wants from the "powers that be." Sweet says he wanted the number so's Little Dorothy—that's she in the sidecar—could read it, and her proficiency does not extend beyond the initial digit. Much as the rest of you Jerseyites envy Sweet, which one of you can say that the tag is not serving a real good cause?

There are at least forty more of you riders in various parts of the country toting around the lowest numbered tag for your districts; we want to picture all of you. If you can spare a few moments send us a photo, showing the tag if possible, and a few lines; let the other fellows see the lucky mortals.

DRESSING UP THE MOUNT

(Continued from page 30)

Sidecar tops should be cleaned and treated with auto top dressing. Floor-mats of oil cloth will probably need renewing, and it is cheaper in the end to get new cloth than to use the old one. The old cloth can be used as a pattern to cutout a new floor covering.

If a cocoa mat is used, this should be well soaked in water and afterward scrubbed and dried out before replacing. The apron should be treated the same as a top if a similar material is used. If of rubberized fabric, any cracks or scrapes can be filled with a liquid rubber preparation.

The tool-well in the sidecar should be cleaned and given a coat of black varnish, unless it has previously been enamelled to match the outfit. It is well to clean out the pocket in the side panel, for the ordinary season's use of the car generally results in an undesirable collection of dirt and even mud, neither of which is good for the upholstery.

Just a word about striping. If you find after a little practice that you are not sure about it, either let it go or let some carriage-maker do the job. As far as looks are concerned, the decalcomanie is ample set-off to the plain enamel surface on most machines.

In all probability, when you finish the machine and the sidecar, any wear in the tires will sort of contrast unfavorably with the bright looks of the outfit in general. If the casings and treads are sound, much can be done toward the looks of the tires by application of one of the many white tire paints now on the market. As a rule, such paint can be had of any automobile supply house, if your dealer does not carry it.

You now have your outfit in the "neat machine" class. It won't take much to get you into the neat rider class, where you and every other motorcyclist belongs. This is supposing that you are not in that class already.

RETURNS FROM SALES CONFERENCE

SALT LAKE CITY, Utah.—E. T. Oakes, local manager of the Fisk Tire & Rubber Company's branch here, has just returned from the Fisk plant at Chicopee Falls, Mass., where he attended the recent sales conference.

HENDERSON IN SALT LAKE CITY

SALT LAKE CITY, Utah.—The Henderson Motorcycle Sales Co. recently opened a shop at 147 E. South Second street. Ben B. Ellerbeck is managing the new agency, which handles the Henderson motorcycle and the Dayton Motor Bicycle.

VITALIC
BRIGADIER
ENDURO
DAUGHERTY BROS.
A. H. REDDEN
BICYCLES — REPAIRING — SUPPLIES
A. C. MOUNT
DEALER IN BICYCLES
PERRY BROS. VULCANIZING CO.
F. T. WENTWORTH, Jr.
BICYCLES, SUPPLIES—LOCKS and KEYS
W. S. HORR
BICYCLES and SUPPLIES

VITALIC BRIGADIER ENDURO LINE
Very Best Equipment LINE

Dealers quickly see exceptional values offered in these quality tires

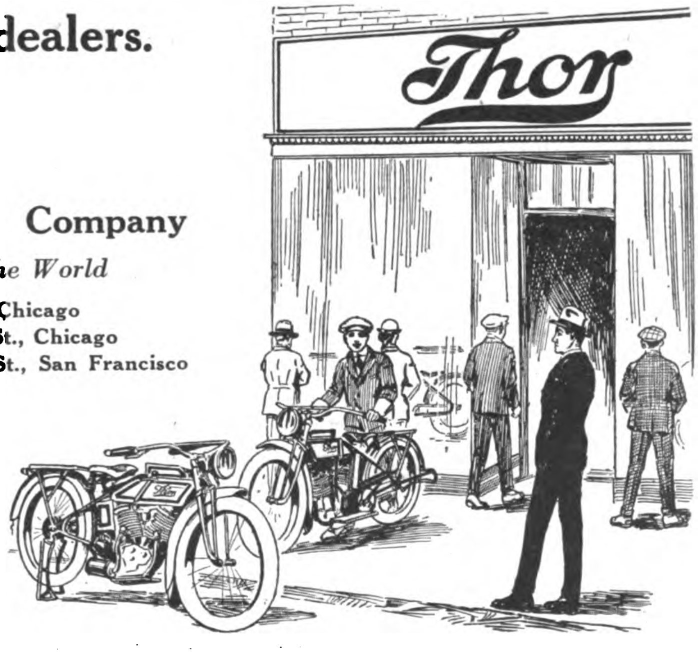
Write us today for sample sections of these tires and attractive display material and dealer helps. Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

Spruce Up!

SELLING TIME is here. Polish up your windows and show cases. Decorate the walls with Thor pennants and pictures. Throw open the doors. Put brand new, shiny Thors on the sidewalk—some more in your show windows. Put up a sign telling the public that you will be glad to sell on time.*

Then watch trade come. The 1917 Thor and the 1917 installment plan of selling Thors to those who cannot pay spot cash, is an irresistible combination. A new and greater prosperity has unfolded itself to Thor dealers.



Aurora Automatic Machinery Company

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont St., San Francisco

---

*You know about the new Thor Sales Plan, don't you? It permits every Thor dealer to sell on time, and by arrangement with our banking connections, to get **an immediate profit!** Get the 1917 Thor Sales Plan Booklet, which gives full particulars.

DENVER DEALERS GET TOGETHER

Will Meet Over Luncheon Table on Monday Afternoons and Discuss Local Trade Improvements

DENVER, Colo., March 10.—The motorcycle dealers of this city have just inaugurated a new move. Hereafter on each Monday noon the different dealers will take luncheon together at some downtown hotel, and during that lunch hour ways and means of bettering the trade here in Denver will be discussed. The different dealers have all promised to be present at each meeting, or if they cannot they must send a representative from their place of business—in other words each motorcycle agency must be represented.

The meetings will have for their main purpose—that of bringing the dealers closer together. An effort will be made to stop all knocking of the other fellow's machines and do away with all hard feelings that may exist. It is a move that is intended to have as a result the getting together of the dealers and after they have gotten together they will all work hard for the good of the motorcycle cause in general in this part of the country.

The dealers are very enthusiastic about the outlook for their Monday luncheons and expect a great deal of good to result from them. In fact the dealers here look upon the movement with such favor and they state that they stand ready to break a sales date to be in attendance, and they're not joking either. They realize that the luncheon idea is an important one and should be boosted along for it will give them a chance to exchange ideas and in other ways better their business.

AGAINST GLARING LIGHTS IN OHIO

COLUMBUS, O., March 19.—A new bill introduced in the Ohio legislature makes it a misdemeanor to operate motor vehicles with glaring headlights. The bill limits the height of the lights' rays above the ground to three and one-half feet.

CATERER USES MOTOR BICYCLE

CHICAGO, Ill., March 12.—Gustav Moberg, who operates an up-to-date catering establishment in south Chicago, has purchased a Dayton Motor Bicycle. After a number of experiments, Moberg decided that the little front-wheel-drive machine gave him the required combination of quick service and low upkeep.

MOTORCYCLE MAIL DELIVERY

SALT LAKE CITY, Utah.—That the *Tribune,* of this city, gives better service than Uncle Sam's mail was demonstrated during the months of January and February by Bert Olson. The subscribers of the *Tribune* found that their papers sent by mail did not reach them because the rural free delivery carriers could not make their way through the drifts, so Bert Olson, of Brigham City, delivered the papers with his motorcycle and sidecar outfit, and delivered them almost on schedule time. Olson plowed through many drifts, and even the stormiest days of the winter failed to stop him.

ROCHESTER CLINCHES $300,000

ROCHESTER, N. Y., March 12.—As a result of the visit of a committee of Monroe County officials to Albany, it is expected that Rochester will clinch the $300,000 of State money it has been after to build the proposed Lake Boulevard. Bordering counties have been endeavoring to encroach upon this $300,000 appropriation, but it is now believed that their efforts have been in vain.

CHRIS MORLER EXPANDS

BOISE, Idaho, March 12.—Chris Morler, who handles the Indian here, has moved to new and enlarged quarters. Morler established the Morler Cyclery some 16 years ago, and it has expanded so rapidly within the last couple of years as to make the move necessary. His new quarters provide him with two triple front show windows, and with ample floor space to provide for future expansion.

NEW PORTLAND CONCERN

PORTLAND, Me., March 20.—The Maine Motorcycle Mart has been incorporated here with an authorized capitalization of $10,000 to deal in motorcycles, accessories, etc. W. H. Whetsel, a resident of Portland, is behind the venture.

A Big Talking Point

The "Safety First" principle has been so widely agitated that it is now a part of every person's thoughts during all their waking hours.

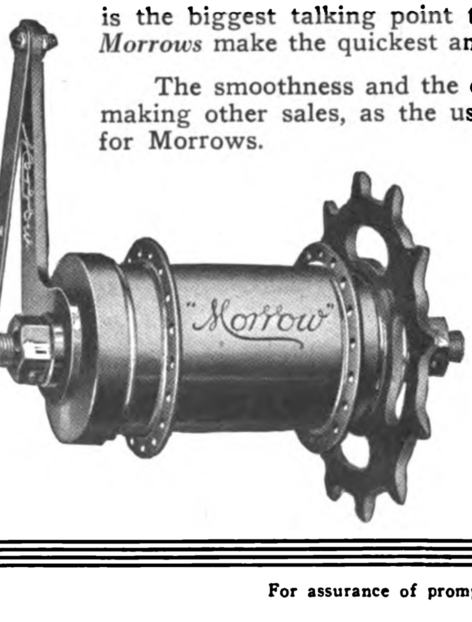
Wise Bicycle Dealers make a big talking point of this.

Dealers basing their selling argument on this "safety" idea find that the

Morrow Coaster Brake

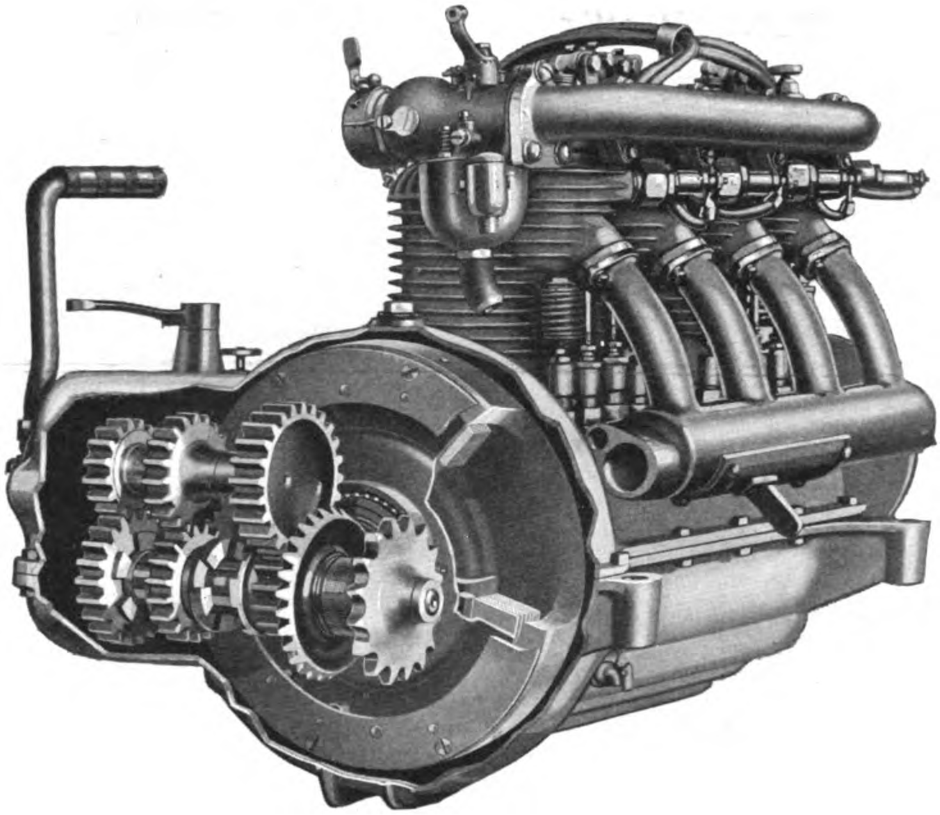
is the biggest talking point that can be associated with a bicycle. Bikes equipped with *Morrows* make the quickest and the most satisfactory sales.

The smoothness and the certainty with which the Morrow works help wonderfully in making other sales, as the user of one will surely tell other riders and send them looking for Morrows.



Write us to-day, Mr. Dealer, and learn of our most alluring proposition. We have created a big demand for Morrow Coaster Brakes by extensive advertising and we want you to act as our agent in your district. We want to give our time to MAKING brakes while you do the selling. Our agreement gives you big profit. We give you all the sales making material you can use—pennants, sales-letters, folders, price tags, cards and other items. Write us THIS VERY DAY.

ECLIPSE MACHINE COMPANY
Elmira, New York
Licensed Coaster Brake Manufacturers



A Clutch That Never Needs Adjusting

The clutch springs of the 1917 Henderson are $2\frac{1}{8}$ inches long.

The difference in spring compression between full clutch engagement and complete free engine is only a small fraction of the total length of the spring.

Thus spring pressure is constant, giving remarkably even action and uniform engagement.

Wear of the discs has no effect on the efficiency of this clutch, as these long springs automatically compensate for it—and since the discs run in an oil bath, wear is so slow as to be negligible.

The clutch springs are made of vanadium steel, carefully tempered, and run in an oil bath which prevents their becoming heated, so that they never weaken or lose proper tension.

Simple, durable, practical, every detail of the automobile-type Henderson clutch is designed for continuous hard service without need of adjustment or other attention from the rider.

HENDERSON

Henderson Motorcycle Co.
Detroit

SCHULTZ SAYS A WORD ON "CROCKS" AND "OVERALLS"

(*Continued from page* 13.)

the riders who will pause and render assistance are those mounted on machines of ancient manufacture, while those mounted on new and shining mounts will pass you by.

While returning from a tour of 1,000 miles last summer I had the misfortune to rip several teeth from a countershaft sprocket, on a machine scarcely six months old, and this made further riding impossible. But for the kind assistance of a rider of a "crock" I might still be in an upstate town where the accident occurred, as this rider with his ancient machine proceeded to "waste several hours of his good time" to tow me several miles to a boat for New York and then refused recompense for his services, while several riders of new machines passed without any offer of aid.

I have also read the letter of Mr. Anderson and I am rather at a loss to understand what he refers to by the "overall" class of rider. No doubt, he refers to the rough and ready attired rider, whom he will, I believe, find a very sociable class and among whom the good fellowship spirit prevails.

I am a firm believer in the "neatly attired" principle, but dress does not make the man; the so-called "overall" class of men is generally those who obtain the joy from motorcycling, who are not "boulevard" riders, who cover ground and among whom goodfellowship is constantly found.

Motor cycle riding is an allurnig sport. It brings together the whole-souled and red blooded fellows whose ideas and minds meet. There is no reason why the spirit of good fellowship should not prevail and why anyone should discriminate the less unfortunate owners of crocks from the more fortunate owners of new and up-to-date machines, and I thoroughly agree with Mr. Walden who states that "no thrill of pleasure is so intense as that felt after trying the 'good Samaritan' stunt," regardless of recompense received.

HARRY G. SCHULTZ.

New York City.

OUTLOOK BRIGHT FOR DENVER

DENVER, Colo., March 16.—A canvass of the different motorcycle dealers in this city brings forth the fact that business has shown a big increase during the past few weeks. Renewed interest is being taken in motorcycles and all things pertaining to the motorcycle with the result that business is rapidly improving. A big spring and summer is predicted.

GALVESTON MOTOR REGULATIONS

GALVESTON, Tex.—Embodying strict regulations for automobilists, motorcyclists and bicyclists, the new traffic ordinance of the City of Galveston has just gone into effect. Besides embodying the usual road rules, cutting out "jay-walking" and regulating the parking of automobiles on the principal down-town streets, the ordinance prohibits the use of glaring lights on automobiles or motorcycles by requiring the use of dimmers and prohibiting any light that throws a glare so as to strike the ground at more than 200 feet from the light. All motor-driven vehicles must be equipped with warning signal devices, but the use of sirens or signal devices operated by the exhaust from the motor is prohibited. The use of the cutout for mufflers is also prohibited. Bicyclists are prohibited from "hanging onto" automobiles or other vehicles on the streets of the city.

PRICE OF GASOLINE IN VENEZUELA

NEW YORK.—That we riders in the good old U. S. A. who are wont to complain at 30 cent gas have comparatively little to kick about is made plain by a report from the American Consul in Venezuela to the effect that gasoline in that South American republic retails at 86½ cents a gallon at the present time. Even the normal price is 50 to 60 cents a gallon.

TRAINING SCHOOL AT CAMP BORDEN

TORONTO, Ont.—Local motorcycle fans were greatly mystified the other day through the appearance on Toronto streets of a flock of English motorcycles of strange appearance. Upon investigation it was ascertained that the newcomers were motorcycles belonging to the Royal Flying Corps, a training school for which has been established at Camp Borden, Ontario, under Imperial auspices. The war motorcycles are ridden by sergeant-mechanics and will shortly be used in cross-country rides as well as on Ontario highways.

STANDARD
No 5 PIRATE PEDAL
No. 4 STANDARD RAT TRAP PEDAL

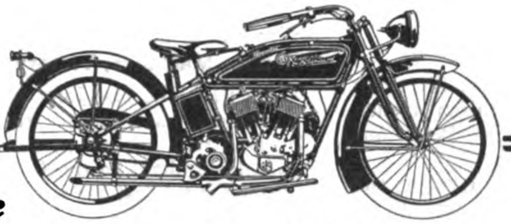
"WATCH YOUR STEP!"
Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, surefootedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. Torrington Connecticut



The

READING STANDARD

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company

501 Water Street Reading, Pa.

Diamond Chains

FOR

Motorcycles

Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

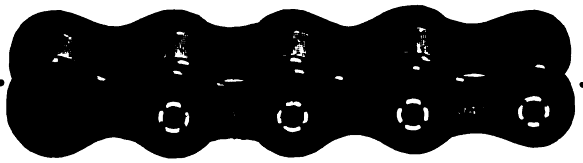
Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company

Indianapolis, Indiana



This Speedometer Has Every Point In Its Favor

It is dependable. It is durable. It is accurate. And because the majority of motorcyclists have found this to be the case the

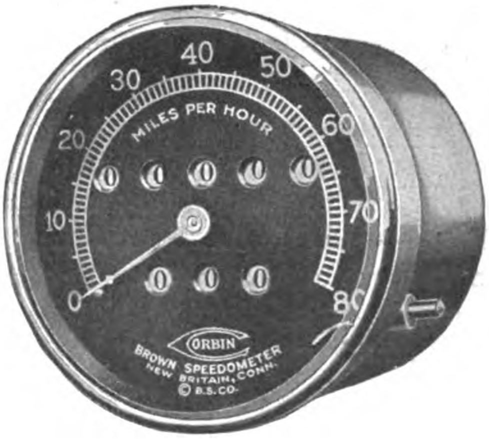
CORBIN-BROWN SPEEDOMETER

sells in larger quantities every year. To-day it is recognized as the standard speedometer equipment.

You will receive from the Corbin-Brown absolutely satisfactory service at all time and under all conditions.

It is so constructed that climatic fluctuations in no degree affect its accuracy. Its mechanism is extremely strong and simple, capable of withstanding the strain of the most rigorous service.

Investigate this speedometer now.
Take it along with you on your trips this summer.
Catalog on request



The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

THE FRESH IKE

(Continued from page 11)

jumps through the ozone faster than twenty scared jack rabbits.

"My word!" gulps the fat man, and he's not laughing now, "whatever did he do to the bally motor? She seems much faster."

"Yes," I says short, "she does; she is."

The Ike times himself so well that he makes a beautiful finish; down they come, the Tornado barely a dozen feet to the good, each motor roaring with that husky, business-like throb that is sweet music to a rider's ears. It sure looks like a wonderful race. Everything has gone O. K. and I breathe easy; in two seconds or less the Tornado will win, and Pete and I will collect.

And Then We Awoke

Then—oy! oy!!

With Conway just behind and to the left, the finish line not twenty feet ahead, the fresh Ike closes his throttle and snaps on the brake. His machine wabbles to beat four aces, but that fellow's a rider to the core, and he holds her upright by a miracle. Pete can't help himself, it comes so sudden. He shoots on through the dust and crosses the line, winning easy. Oy! oy!!

Right away I'm wise to what suckers Pete and I are; we've been bucking three of a kind with two pair, and that can't be done when the other player knows you've only got two pair.

"Wait till I get a crack at that drummer!" Pete grits through his teeth as soon as the horrible truth soaks into his think tank. "I'm going to bend a Stillson wrench over his bean, or my name's not Pete Conway!"

Pete don't need the Stillson, though; the lad's too foxy to give him a chance. Later we learn that he was on the Tornado racing squad himself a couple of years back and that he and the fresh Ike were team mates.

Pete and I are still looking for him.

DENVER REGULATIONS

New Ordinance Gives Greater Leeway —Affects Speed and Headlights

DENVER, Colo., March 16.—Motorcycle riders were just getting a little insight into Denver's new traffic rules, which were adopted the first of the year, when along comes the city council and announces a number of changes in the traffic code. The new rules change the "congested district," and make the parking time in the downtown district in all streets except the three busiest streets two hours instead of one. Vehicles will be allowed to stand within five feet of fire hydrants instead of ten as before. The ordinance imposes the requirement that the lights shall be so adjusted and arranged so as to eliminate the glare within the city limits.

The speed limit in the downtown district has been set to a maximum of 12 miles an hour instead of 15, and in the outside districts it has been reduced from 25 to 20 miles.

INDIANS FOR CLEVELAND

Police Force of Big Ohio City Takes to Hendee Machines; Victory for Zucker

CLEVELAND, O.—John Zucker, Indian dealer, has opened the season in Cleveland with a slam by selling five 1917 Powerplus Indians to the Cleveland police. Cleveland is the last big city of this country to adopt Indians for its police department, having used hitherto machines of other makes. The fine lines and evident power of the 1917 Indian, however, proved too attractive to be overlooked by the Cleveland authorities, especially when backed up by Mr. Zucker's aggressive selling methods, and the sale which places the Indian in the last large city to adopt it resulted.

WHEELING PROGRAM

Club Will Join in Gypsy Two-Day Tour and Stage Labor Day "Get-Together"

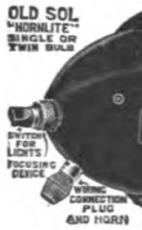
WHEELING, W. Va., March 20.—At its last meeting the Wheeling M. C. decided to participate in the National Gypsy Touring Holiday runs, June 16 and 17. The club will stage a tour to Pittsburgh, Greensburg and East Liverpool.

Saturday, Sunday and Labor Day have been set aside as days for holding a big tri-state reunion and open house by the local club.

CHATHAM MANAGES U. S. IN DALLAS

DALLAS, Tex.—Announcement is made by the United States Tire and Rubber Co. that R. Hood Chatham has been appointed State manager in charge of sales, with headquarters in Dallas.

OLD SOL "HORNLITE"

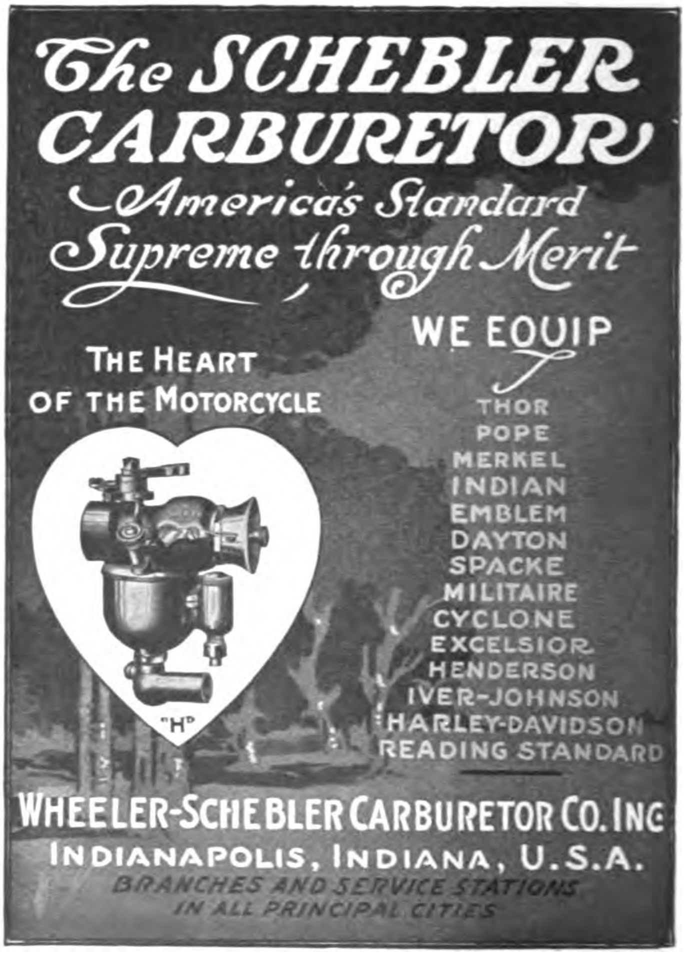

OLD SOL "HORNLITE" SINGLE OR TWIN BULB
SWITCH FOR LIGHTS
FOCUSING DEVICE
WIRING CONNECTION PLUG AND HORN

is now part of the standard equipment of the six big leaders in the motorcycle field.

The fact that the manufacturers of the Thor, Dayton, Pope, Indian, Henderson and Reading-Standard have selected OLD SOL "HORNLITE" speaks more for that popular lighting-warning device than a volume of words could tell.

Ask your dealer today or let us send you our literature which tells all about OLD SOL "HORNLITE" and many other road lighting devices.

HAWTHORNE MFG. CO., INC.
BRIDGEPORT, CONN.

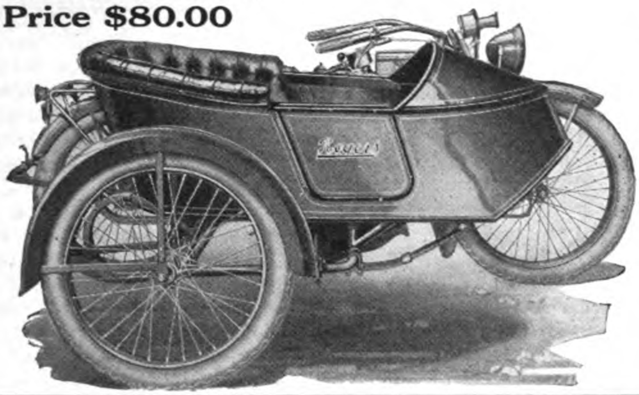

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

Model M. H. D.
Price $80.00



This is the Rogers Model M.H.D.

Specially designed to fit, and perfectly aline with the 1917 Harley-Davidson motorcycle.

There are no adjustments left for the user and it cannot be imperfectly balanced or alined.

Adjustment is by three ROGERS No-Strain Ball Joint Connections, and attachment or detachment may be made in one minute or less.

The finish and trimming perfectly match the motorcycle and when attached the sidecar becomes a component part of a complete road unit.

There is a similar ROGERS model to fit every other standard 1917 motorcycle and **The ROGERS M Universal** that fits all motorcycles.

Write today for catalog, stating what make of motorcycle you sell or use.

ROGERS MANUFACTURING CO. 337 West Madison St. **Chicago**

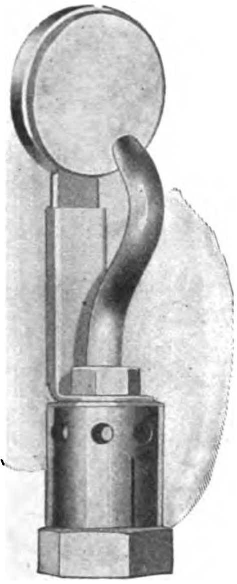
Irving Beck (Service Station), 68-72 E. 131st Street, N. Y.

To Dealers Who Know

Brilliant Burners

—The Perfect Headlight—

They need no introduction.



TO OTHERS WE SAY—

With them riders get THREE TIMES the light without more gas.

Or the same light with ONE-THIRD the gas.

"Brilliant" Burners are dependable — absolutely steady, no flicker, no jarring or blowing out—even without the front glass in the lamp.

This is Electric Brilliancy with Prest-O-Lite Reliability.

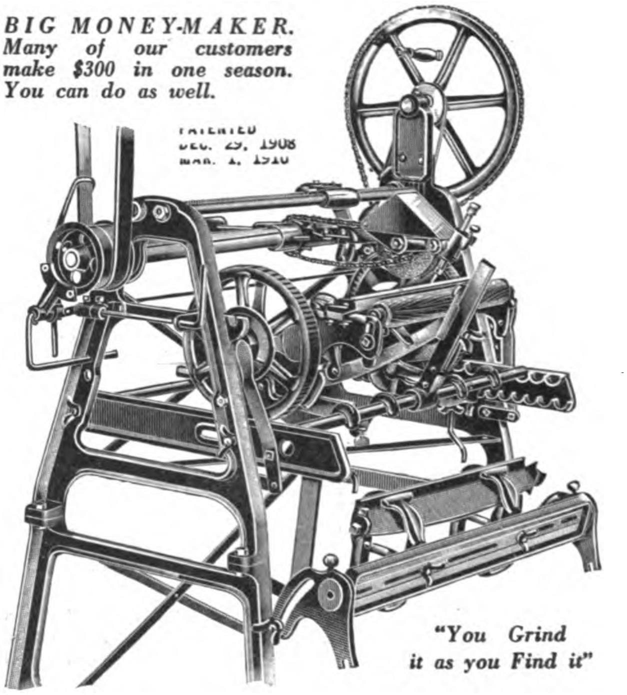
"Brilliant" Burners sell, they repeat, they are advertised. The riders in your community will buy of you if you handle them. They list at $2 per set. Send today for Our Proposition and literature.

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada.

"IDEAL" LAWNMOWER GRINDER

BIG MONEY-MAKER. Many of our customers make $300 in one season. You can do as well.



"You Grind it as you Find it"

Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $50. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio

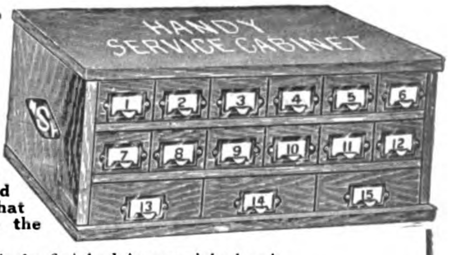
Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

HANDY
SERVICE CABINET



Particularly suitable for motorcyclists. Saves time, money and temper. **With it you can keep nuts, bolts and small parts so handy that you can find them in the dark.**

It is well made and nicely finished in varnished oak.

The drawers have steel sides and bottom and cannot warp or stick.

$5.00 DEALERS' PRICE **Save Money By Ordering At Once**

STEVENS NEW YORK

STEVENS & CO.
Mfg. High Grade Accessories
375 Broadway, New York

CONDITIONS IN CHINA

Letter from Oriental F. A. M. Member Brings to Light Interesting Facts

WESTBORO, Mass., March 19.—An insight into motorcycle conditions in China can be gleaned from the following extract from a letter from Theodore Siddal, one of the two F. A. M. members in China. The letter was written to Secretary Gibson, of the F. A. M., when Siddal renewed his membership for the coming season:

"Motorcycle license here costs 20 taels per year, and a tael, by today's bank rate, is just about 85¾ cents U. S. money, owing to the high price of silver. One good thing about it is that we only have to pay quarterly, and can turn in our license for a quarter or more and get it back when we are ready to ride again, thus saving 5 taels per quarter. There is no speed limit, and almost every crossing has a policeman who clears the crossing when a motor horn is sounded. Motorcycle accidents are almost unknown, but autos kill quite a few. There are about 90 motorcycles and 1,100 autos here, which, considering that the riding is practically confined to the town, is good."

ROLLINS' HARD RIDE

Border Dispatch Bearer Went Through Hub Deep Mud on "Big Hike"

SPRINGFIELD, Mass.—An evidence of the great value which will result from the motorcycle in case of war is exemplified by the military Indian Powerplus just brought back from border service by George Rollins, of Buffalo, who has been serving as motorcycle dispatch rider. While on the border, Private Rollins drove his machine 7,287 miles, the motorcycle not having been in a repair shop nor under shelter of any kind at any time during its term of service.

This motorcycle was the only motor driven vehicle of any kind to finish the "big hike," when the soldiers covered 112 miles in 13 days, marching much of the time through mud and water which rose above their knees.

On the eighth day, when all trucks were stuck and horse-drawn wagons proceeded through mud up to their hubs, the soldiers were betting five to one that Rollins would not finish the day's march, but he did, and gave the boys a surprise.

On the hike Private Rollins was almost constantly employed in carrying dispatches from point to point, thus covering a far greater distance and being subject to much more serious difficulties than were his companions, who had merely to wallow straight through to the finish.

NEW INDIAN DEALER IN CALGARY

CALGARY, Alta.—The Star Cycle & Motor Co., new Indian representative in Calgary, has done considerable advertising in local papers and other boosting for both the Indian motorcycle and the Perfect bicycle during the past two months and big results are already being obtained. The Indian motorcycle is a new line with this company, as the former agent, Bert Hill, a well known racing enthusiast, was forced to retire from business on account of ill-health. Indian bicycles are being pushed by the Calgary Novelty Works.

SITUATION IN CANADA

Freight Congestion Floods Express Customs Inspectors with Work

TORONTO, Ont.—"To be a motorcycle distributor in Canada at the present time, one has to be a customs broker as well," says Wilfred Morrison, assistant manager for Walter Andrews, who represents the Harley-Davidson in the Ontario territory. As everyone now knows, the freight congestion is terrible and shipments by express from Milwaukee and other points to Toronto are also slow now because of the rapid increase in the use of the express companies because of the freight situation. Because there are an excessive number of small shipments by express, the customs facilities at Canadian ports are also greatly taxed. The result is that motorcycles imported into Canada by express also take considerable time before delivery. Morrison declares that he is in almost constant touch with the officials at the Customs House here regarding shipments of motorcycles. A fair number of new models have been obtained, however, by express, although a carload is on the way somewhere.

NEW MODELS REACH LETHBRIDGE

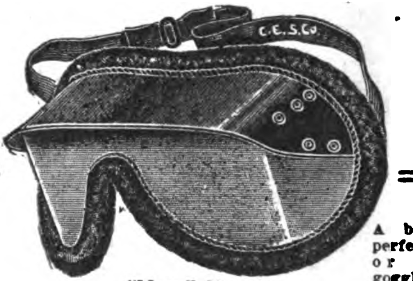
LETHBRIDGE, Alta.—Motorcycle fans of Lethbridge are glorying in the arrival of several of the new motorcycle models and the riders are already beginning to engage in summery pursuits. D. E. MacDonald, 407 Fifth Street South, has secured his first 1917 Indian models and has had his official opening of the season. M. Priest, 511 Sixth Street South, has also received the first of his new Excelsiors and Hendersons.

NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .080; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio



"Macy" No. 141

All Motorcyclists Should wear the Chicago Dimmer Goggle

A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

CHICAGO EYE SHIELD CO.
Chicago, Ill.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

7143
⅝" pitch
¼" wide

H·R

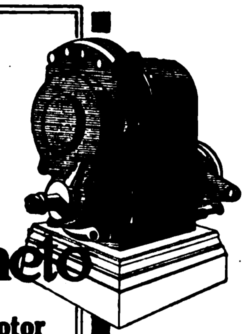
7144
⅝" pitch
⅜" wide

Renold Chains are so well liked—so much in demand—that when they're put on a racer's sprockets it's an encouragement to speed, regardless of strain. The "lid is off" when a speedster knows Renold reliability guards his safety.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK

Worth More

Does More



The
Berling Magneto

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

Are You On The Mailing List for

THE BIG SUCCESS CIRCULAR

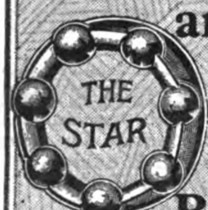
for Miami Dealers?

If not, send in your name today. Tells all about Miami Dealers' successes—How they did it and how we can help you.

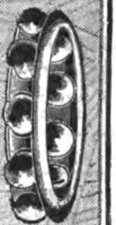
Send In Your Name Today

MIAMI CYCLE & MFG. CO.
1035-1051 Grand Ave., Middletown, O., U. S. A.

Wherever Ball Bearings are used you will find

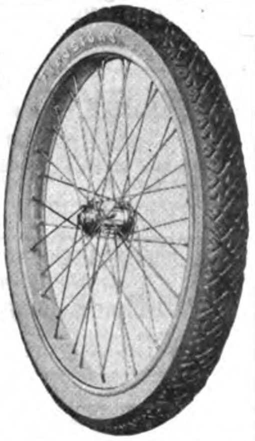


STAR
Ball Retainers



Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Firestone
Motorcycle Tires



THE Red Side Wall and Black Tread, the trademark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

Did You Ever Notice?

That years of service do not create the slightest play in the

F-N Tandem

It remains firmly where it is first attached.

Price, $11.50 Each.

Fentress-Newton Mfg. Co.
Detroit, Mich.

BENTON

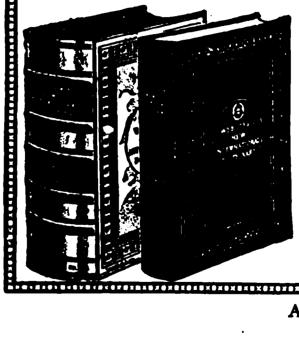
We have no trouble holding the riders who use Benton Case Hardened Spark Plugs. The plug itself does that. We are concerned only with the ones who are not familiar with Benton Plugs. Please let us send you our booklet which fully explains why Benton Spark Plugs are so superior. Your name and address on a card will bring the booklet.

L. F. BENTON COMPANY
Vergennes, Vt.

Are You Equipped to Win Success?

Here is your opportunity to insure against embarrassing errors in spelling, pronunciation and poor choice of words.
Know the meaning of puzzling war terms. Increase your efficiency, which results in power and success.

WEBSTER'S NEW INTERNATIONAL



DICTIONARY is an all-knowing teacher, a universal question answerer, made to meet your needs.
400,000 Words. 2700 Pages.
6000 Illustrations.
12,000 Biographical Entries.
30,000 Geographical Subjects.
GRAND PRIZE, (Highest Award) Panama-Pacific Exposition.
REGULAR and INDIA-PAPER Editions.
WRITE for Specimen Pages and FREE Pocket Maps.

G. & C. MERRIAM CO.,
Springfield, Mass.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
[illegible] W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
[illegible] JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
382 West 13th St. Phone 3986 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York Bronx Branch
583 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

METROPOLITAN MOTORCYCLE REPAIR
THOR
Overhauling Guaranteed 6 Months
Al. Cocchi, Prop.
542 West 127th St. Phone 6487 Morningside

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS. ***INDIAN***
Storing, Repairing and Supplies
79th St. and Second Ave. Tel. 1933 Lenox.
Garage, 449 East 83d St.
Branch, 128 Bridge Plaza, L. I. City.
Tel. 2508 Astoria.

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2906 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1631 Bedford Ave., Brooklyn

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
182 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO
Cylinders Rebored or Reground
light weight heat treated pistons and rings fitted.
Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines
Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7063

MOTORCYCLES and BICYCLES

Sold on Installments

Part cash and balance weekly

C. Anthony Wolfe
1834 Broadway, New York.

NOW'S THE TIME to buy a USED MOTORCYCLE

If you want to get in touch with some real bargains in up-to-the-minute used machines, write

HALLOCK
c/o Motor Cycle Illustrated
13 Park Row New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

1916 TWIN DE LUXE DAYTON, 3-speed, electric equipped, just overhauled, $175. L. N., care Motor Cycle Illustrated.

BARGAIN—1915 twin 3-speed Harley, Presto. Stewart front drive speedometer, tandem cushion and footrests, good tires, engine just overhauled at H.-D. factory; $160. S. L. Hoyner, Clarinda, Ia.

FOR SALE—Well established motorcycle and bicycle business in one of the best towns in Illinois, 40 miles from Chicago. All kinds of repairing trade. Plenty of work for two men. Address H. C., care Motor Cycle Illustrated.

VALUES EXTRAORDINARY! Quoted herewith are eight real, simon-pure bargains. Not specially selected, but samples of many, many more we have (just now) on hand. Rehauled, in splendid condition, thoroughly equipped and sold on our personal guarantee of money refunded if not as represented and satisfactory in every respect. Read carefully. 1914 Big Pope twin, fully equipped, $95; 1914 H. P. Eagle twin, fully equipped, $115; 1915 9 H. P. Eagle twin, two-speed, fully equipped and tandem, run only a little, $175; 1913 fast Indian twin, A1 shape, looks like new, $90; 1915 Indian two-speed, overhauled, equipped, $135; 1915 Indian three-speed, equipped with everything, $170; 1915 Kick Start H.-D. Big Twin, fully equipped, $145; 1916 Powerplus, run 7,000 miles, equipped, $210. Full details on request. Bank references, Hyde Park National. Crout Motor Co., 791 River St., Mattapan, Mass.

FOR SALE—Indian electric head lamp, tail lamp, horn, two storage batteries, all necessary wiring; price $11.00. Percy Morgan, Greenough Place, Newport, R. I.

MOTORCYCLE MAGNETOS: Bosch, $4, $6, $8, $10 and $12; Dixie, $7; Splitdorf, $5; Herz, $4; Berling, $4; Mea, $4; A-B-C lighting generators, $17.50. Write Van's Motorcycle Wrecking Shop, 101 West Tenth St., Los Angeles, Cal.

MOTORCYCLES AND BICYCLES sold on installments. Part cash and balance weekly. C. Anthony Wolfe, 1834 Broadway, New York.

FOR SALE—Well established motorcycle and bicycle and sporting goods business for sale in a well-known Pennsylvania city; good agency; fine repair trade. For particulars address Penn., care of Motor Cycle Illustrated.

HARLEY-DAVIDSON, 1913 twin, tandem, speedometer, Presto headlight, Handphone. Bargain at $105. L. M., care Motor Cycle Illustrated.

BARGAIN—Fast 1916 Powerplus Indian Twin, rigid frame, electrically equipped, F-N tandem, Corbin-Brown speedometer. First-class condition. Run less than 1,000 miles. Will sell for $225. Address F. J. H., Motor Cycle Illustrated.

FOR SALE—One 1915 neutral countershaft, $10; two carbureters, $5 each; all A-1 condition. About $50 worth of parts, new and used; the lot $10; all Indian. Pratt's Motorcycle Exchange, Brownsville, Pa.

USED MOTORCYCLES ON EASY PAYMENTS—Send for our list of makes, prices and terms. Number of machines limited. Send stamp. Strogonoff-Godfrey Co., Inc., 103 State street, Schenectady, N. Y.

FOR SALE—Twin Indian racer, ported, just rebuilt at factory, exceptionally fast, new tires; price $85. Roy Matthews, Box C, Clarinda, Ia.

BARGAINS—Pope single, $35; Excelsior single, overhauled, $45. C. C. Williams, Reed, Ky.

WANTED—Bicycle motor with magneto. Will trade phonograph and typewriter. Box 777, Van Voorhis, W. Va.

POPE LIGHTWEIGHT, 1916 demonstrator; has not been run over ten miles. **Bargain at $100** for quick sale. G. J., care Motor Cycle Illustrated.

BUSINESS OPPORTUNITIES

1916 INDIAN POWERPLUS, cradle frame, three-speed, never used, $225. 1916 Indian Powerplus, demonstrator, like new, fully equipped. Presto, lamps, spring tandem, Stewart horn, etc., $225, or $200 without equipment. Featherweight, never used, $130, $25 down balance C. O. D. O. Clarence Ames, 18 Fort Covington Street, Malone, N. Y.

HELP WANTED

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man on Indian motorcycles wanted. Must be sober and a good workman. Sykes Motor Co., 37 E. Long street, Columbus, Ohio.

MISCELLANEOUS

BICYCLE TIRES **VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.**

WANTED — Short-coupled **Harley-Davidson** frame, tanks, and rear-guard. Either or all. Box 1689, Atlanta, Ga.

WANTED—Model 1915 Harley-Davidson sidecar; state condition. C. A. Rosendahl, Kindred, N. Dak.

WANTED—1916 Harley-Davidson sidecar in good condition. State price in letter. Chester A. Davis, Ligonier, Ind.

WANTED—A three-speed 1916 model **Harley-Davidson** or Indian motorcycle, in first class running order. Harold P. Smith, Box 404, Groton, N. Y.

March 22, NEWS 1917

Baker, Murray & Imbrie
INC.

THE "INFALLIBLE" SEASON IS OPEN!

FROM now on all those hundreds of dealers who have taken the agency for "Infallible" Tires will profit by their foresight and judgment.

"Infallible" Tires were a success from the very start.

"Infallible" Tires have shown what sound values, sound selling-policy and sound methods of distribution can do by way of achieving recognition in a short time.

In the marketing of "Infallible" Tires we have purposely avoided sensationalism and exaggerated statements. The proposition has been presented to the dealer on a fact basis—and the intelligent response "Infallibles" have received demonstrates conclusively that we have developed the "Infallible" line to meet every angle of the dealers' requirements.

Why have "Infallibles" IN SIX MONTHS made a place for themselves in a highly competitive market which is actually swamped with different brands?

Here's why.

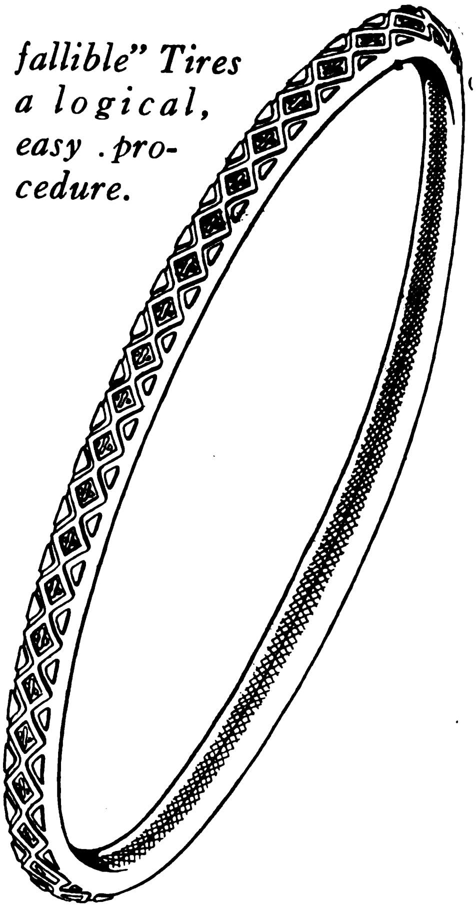
We have given to the dealer an EXCLUSIVE TERRITORIAL AGENCY.

A complete line of tires under one trade-mark.

Elimination of price-competition.

Generous discounts.

And we have created a new appeal to the rider that makes the selling of "Infallible" Tires a logical, easy procedure.



You should know *fully* about all these "Infallible" good points.

Write us. Get facts—get terms.

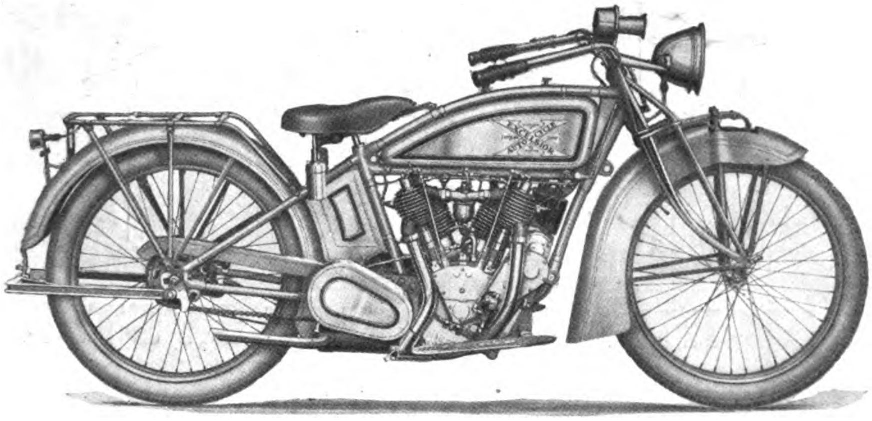
We can get a shipment of "Infallibles" off to you OVER NIGHT!

OPERATING DIVISIONS:

F. A. Baker & Co. **New York Sporting Goods Co.** **Abbey & Imbrie** **David T. Abercrombie Co.**

10-15-17 Warren Street **Infallible** **New York City**

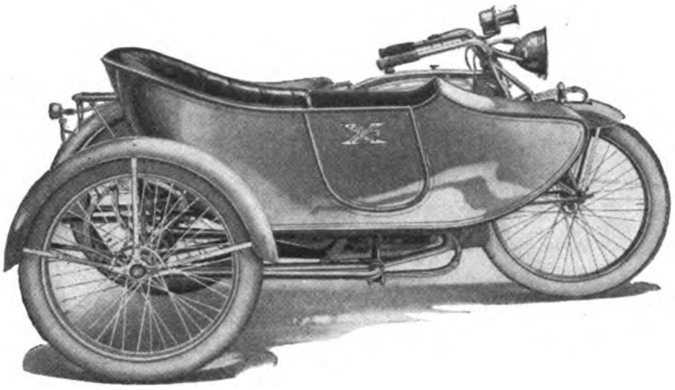
HERE IS A COMBINATION



MODEL 18-3, THE LATEST AND GREATEST "X."
Price $275.00

that is bound to MAKE GOOD

**The Ultra Power Motor,
Automobile Type, Three-Speed Gear,
Powerful Double Brake,
Enclosed, Dust-Proof Transmission,
Positive Foot Motor Starter,
Automatic Compression Control,
And other exclusively EXCELSIOR features make this the ideal tractor for sidecar service.**



EXCELSIOR SIDECAR, SERIES 18.
Price $80.00

The New EXCELSIOR Sidecar

IS A FITTING RUNNING MATE TO THE GOOD OLD "X," WITH SUCH FEATURES AS:

Self Alinement—No adjustments left to the user.

Quickly Attached or Detached by three bolts without interference with alinement.

All Steel Frame of extra heavy seamless steel tubing and nickel steel drop forgings throughout.

Extension Drop Axle instantly adjustable to any track 42" to 60".

Three Leaf Vanadium Steel Springs, scroll type, front and rear.

Solidly Constructed Body built on handsome and comfortable lines, heavily upholstered, with plenty of elbow and leg room.

Semi Flexible Vanadium Steel Spring Connection between sidecar and motorcycle absorbs all side shocks due to inequalities in the road.

See the Dealer or Write for Catalog.

Excelsior Motor Mfg. & Supply Company

3703 Cortland Street Chicago

REMY

MOTORCYCLE LIGHTING-IGNITION SYSTEMS

Why Harley-Davidson Uses Remy

The motorcycle is now going through the same evolution which the motor car went through several years ago.

Automobiles today are electrically equipped. Eventually all motorcycles will be electrically equipped.

People want conveniences. They will not be denied. That is why more motorcycles are coming to electric lights, electric horns, etc.

Three years ago and more Harley-Davidson saw this trend. They decided to supply their machines with the things people want.

Out of the entire field, Remy was chosen to build the Lighting and Ignition equipment for Harley-Davidson.

Every electrically-equipped Harley-Davidson since that time has been Remy equipped.

Remy was chosen because of its experience. Because of its reliability. Because of its high quality. Because of its fine shop work.

Harley-Davidson specifies Remy because Remy is worthy of Harley-Davidson—in reliability, in quality, in everything.

As a Harley-Davidson dealer, you believe in Harley-Davidson—or you wouldn't be selling it.

You have found, in your own experience, that there is no better motorcycle than Harley-Davidson.

You can bank on our assurance—if you haven't had the actual experience—that there is no better Lighting and Ignition system for motorcycles than Remy.

We have studied motorcycle needs. For three years we have supplied them. We are specialists in adapting Lighting and Ignition to motorcycles.

Your customers largely take your word when they buy.

You will be doing them a great favor by selling the Remy-equipped Harley-Davidson. You will make each one a satisfied customer—and a friend.

You will be laying a foundation for a better business. Sell Remy-equipped Harley-Davidsons every time.

CONSTANT REMY SERVICE

Remy Electric Company
Sales and Engineering Offices
Detroit, Mich.

Factories and General Offices
Anderson, Indiana

Columbia Bicycle

There Is Always Room for One More Columbia Rider

And consequently there is always room for one more sale.

In spite of the fact that the roads are already noticeably dotted with Columbia riders there are just as many more to come.

The possibilities of your territory are never exhausted—there is always a demand for the Columbia.

Take this famous line of bicycles and go out after the trade. The Columbia nameplate improves your chances, swells your profits and standardizes your business.

This is not said merely to persuade you. The experience of thousands of dealers has proved it to be undeniably true.

Immediate Action Taken on Orders—Get in Touch With Us at Once

Westfield Manufacturing Company

Department 11
Westfield, Massachusetts
Makers of Pope Motorcycle

CONTRIBUTOR TO THE
1,000,000
MILLION BICYCLES CAMPAIGN

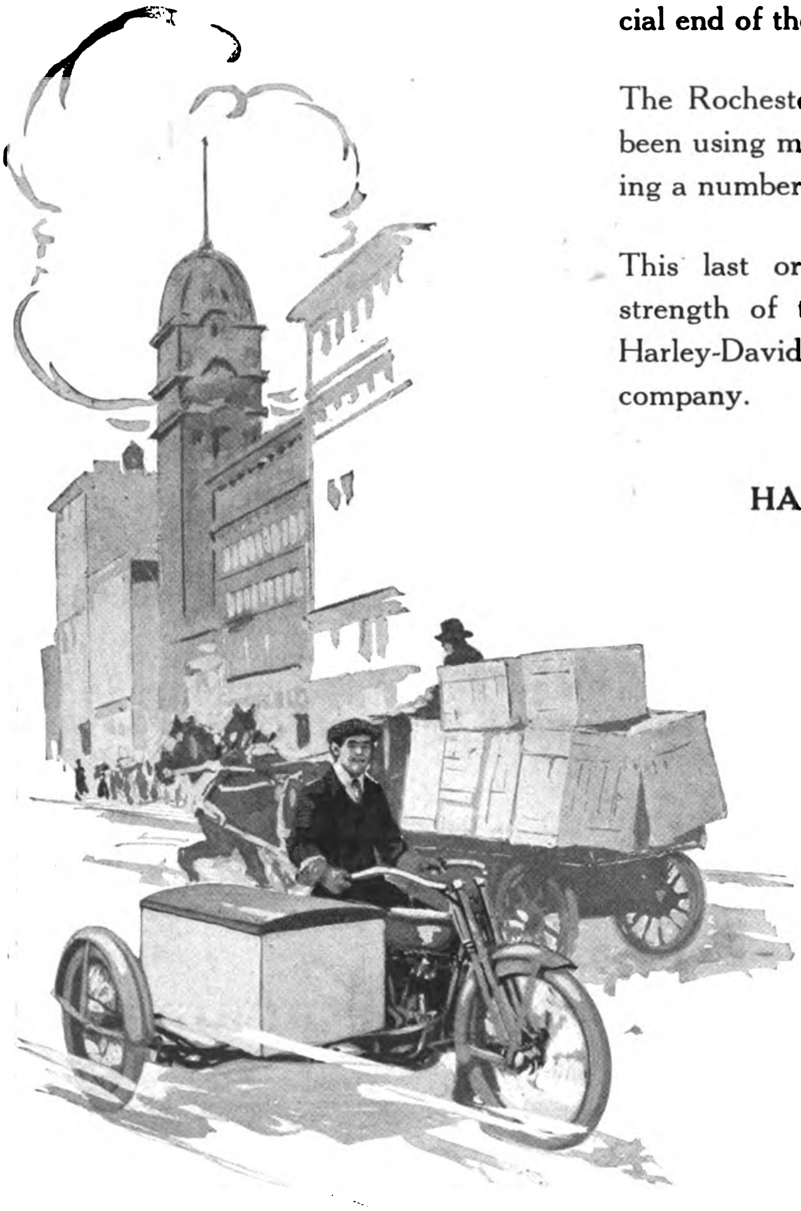
The Rochester Railway and Light Company Buys 34 More Harley-Davidson Motorcycles and 10 More Harley-Davidson Sidevans.

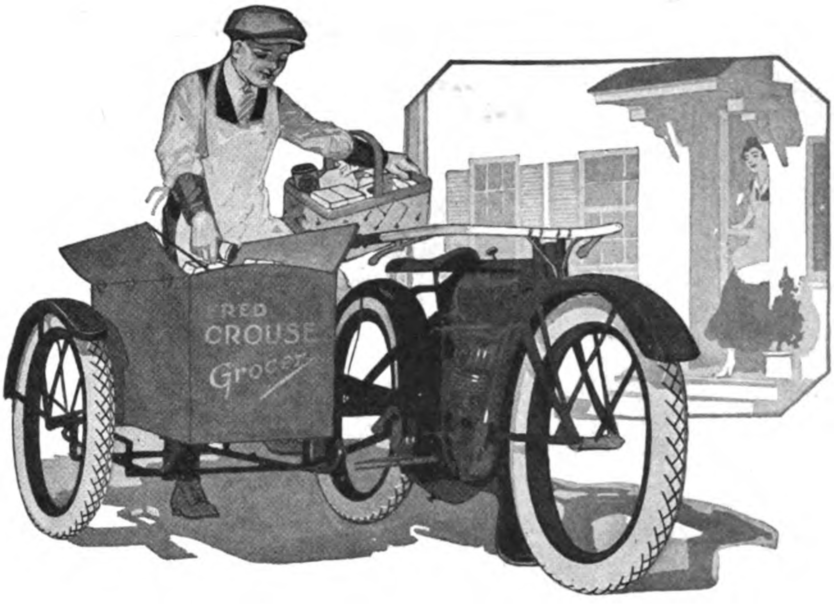
THIS order, recently secured by the Wagner-Dolph Co., Inc., Harley-Davidson dealers in Rochester, N. Y., is just one more striking illustration of the possibilities of the commercial end of the motorcycle business.

The Rochester Railway & Light Company has been using motorcycles for several years, including a number of Harley-Davidson machines.

This last order was secured largely on the strength of the efficient service given by the Harley-Davidson machines previously sold to the company.

HARLEY-DAVIDSON MOTOR CO.
Milwaukee, Wis., U. S. A.





BLUE STREAKS

TRADE MARK REG. U. S. PAT. OFF.

Speed Up Deliveries

Modern retail merchants must be wide-awake on the question of delivery service. Close competition in their business demands that they have every facility for prompt, efficient and cheap deliveries to their patrons. The motorcycle has done much to help them solve this problem in the right way.

And Goodyear Blue Streak motorcycle tires have contributed generously in perfecting such motorcycle delivery service.

The alert tire dealer makes Blue Streak motorcycle tires his strongest argument-clincher in closing a sale with a prospective motorcycle purchaser.

And by the same argument, he wins permanent tire customers and friends.

For Goodyear Blue Streaks *really deliver* in hard and steady use. Whether for pleasure or business, they will always enhance the service value of a machine.

Blue Streaks Deliver: Economy, Mileage, Speed, Service. Everywhere—one standard, one quality, one guaranty.

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton Harley-Davidson
Excelsior Reading Standard
Indian Henderson
Thor Iver Johnson
Pope Emblem
Militaire Autocycle

SIDE CARS

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.
Pullman
Flexible

The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR
AKRON

The Dealer

who *knows* specifies 'Usco' Tires when ordering his stock of motorcycles.

It doesn't cost him a cent extra to have his machine equipped with the 'Usco'—*the motorcycle tire of automobile construction*—the manufacturer is glad to do it—and it means a big difference in sales.

The 'Usco' is the motorcycle tire that makes good. Stock and specify 'Usco' always.

United States Tire Company

1790 Broadway, New York

MOTOR CYCLE ILLUSTRATED

For the Rider and the Trade

13 PARK ROW
NEW YORK

Motorcycle

Volume 13 MARCH 29, 1917 No. 13

Now's the Time to Speak!

Hour Has Arrived for Concerted Declaration of Loyalty and Cooperation by American Motorcyclists in Connection with the Plans for National Defense; Are You Ready to Do Your Bit?

Forward the Pledge Yourself and Tell Your Friends About It

THE time has arrived for American motorcyclists to put themselves on record with reference to national preparedness. Further delay under existing conditions might have the serious effect of placing them in a false light. No one questions their loyalty; nor their ability to give a creditable account of themselves in any emergency that may arise. But the fact remains that 200,000 American users of a type of vehicle now internationally recognized as an essential military adjunct have so far remained passive. The motorcyclists of the country have not spoken.

But they will speak. There is too much red blood and straight-from-the-shoulder loyalty in American motorcycledom to let the situation go otherwise. Given the opportunity, the riders will make themselves heard—and that promptly. At least, that is the firm belief of **Motor Cycle Illustrated.**

Acting in that belief, this journal has prepared the pledge of loyalty and co-operation printed below, and motorcyclists the country over are invited to fill it out and mail it to this office. When a suitable number of these pledges have been received they will be forwarded to the proper authorities at Washington, and an honor list of the signers will be printed in **Motor Cycle Illustrated.**

It is only fair to state that motorcyclists of several cities have already organized military companies, or pledged themselves for service when needed, but the number of riders who have taken such action is pitifully small when we consider the great army of motorcycle owners who should be heard from.

There is no official information obtainable at this writing as to the number of motorcyclists needed by the government. Even those high in military circles do not feel able to give figures. But it is probable that no less than 10,000 riders can be used to advantage when the defensive plans of the country are in full swing. The number may go higher.

At this moment the greatest demand for motorcyclists appears to be in the Signal Corps, but this is only one branch of at least a dozen to which the motorcycle can and will be adapted.

In signing and forwarding the pledge below you assume no special obligations. It does not represent an enlistment. It simply means that the American motorcyclist, in common with people in all other branches of our national life, recognizes his responsibilities and is ready to stand by them. It takes the rider out of the "slacker" class and puts him where he belongs—among those who have the courage of their convictions.

England viewed her motorcyclists with indifference prior to the war. Now they stand with the highest in her esteem. When the call came they answered it—thousands of them. Never again will they be merely motorcyclists—for all time they will carry with them the brand of heroism.

Now our day has come. Let us speak out —200,000 strong—and voice our loyalty and our willingness to do, when the colors call, "all that a man may do."

Do not lay this matter aside; don't hold it in abeyance even for a day. Sign it right now while it is fresh in your mind; it is imperative!

A PLEDGE OF LOYALTY

BEING fully aware of the vital import of the present national crisis, and of the immediate necessity for a frank voicing of sentiments, I hereby reaffirm my loyalty to the Government of the United States and pledge my willingness—as a motorcyclist—to devote myself and my machine to such service as may be required for the defense of the nation and the precious traditions for which it stands.

Name ....

Address ....

The Last Batch of Snow Pictures From This Season's Crop

Give Them the Double-O and Then Forget Them, For Spring Is Here

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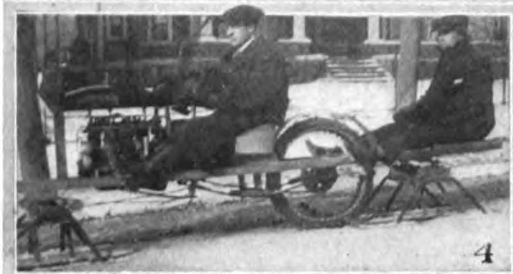
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TAKE notice, all ye camera fiends and gatherers of motorcycle pictures, that the layout presented above is the last that will be devoted to snow scenes in these pages until the gales of another Winter—dod-rot 'em!—are upon us. As far as the Winter from which we are now emerging is concerned, the book of snow photographs is closed herewith, so don't waste postage on further prints of Winter views.

Hold off until you have one or two bright, snappy photos of Spring or Summer roadwork and then shoot them through to the editor. He will thank you for the cooperation, and if the pictures are clear and interesting enough for reproduction they will be published in **Motor Cycle Illustrated.**

Photo No. 1 in the above layout shows Oren W. Hills, of Andover, Mass., and a fair passenger proving that their Harley-Davidson combination is equal to even hub-deep drifts.

The second picture shows how Banker & Martin, dealers in Plattsburgh, N. Y., go out after early prospects. The fact that the machines navigate the snow so satisfactorily is in itself a forceful demonstration for the prospect.

Picture 3 introduces F. Sheifley, Reading Standard dealer in Pottstown, Pa., who makes a point of using his sidecar outfit in all kinds of weather.

No. 4, the Henderson flyer built and operated by Walter Bowman and Austin Davis, of Wheeling, W. Va. With the passenger aboard the snowcraft is capable of 40 miles an hour.

No. 5, Alvin Uhrhammer and Miss Minnie Clink, of Sage, Mont., riding through eight inches of loose snow. They assert that the trip was great fun.

Riders of Geneseo, N. Y., went out after a recent blizzard and found the huge drift on which the machines are shown in photo No. 6. They appear to be on a hill, but in reality are climbing the side of the gigantic drift.

An attractive combination adorns photo No. 7, and whether you find the Indian, the Cygnet rear car or the girl most attractive depends upon your individual point of view.

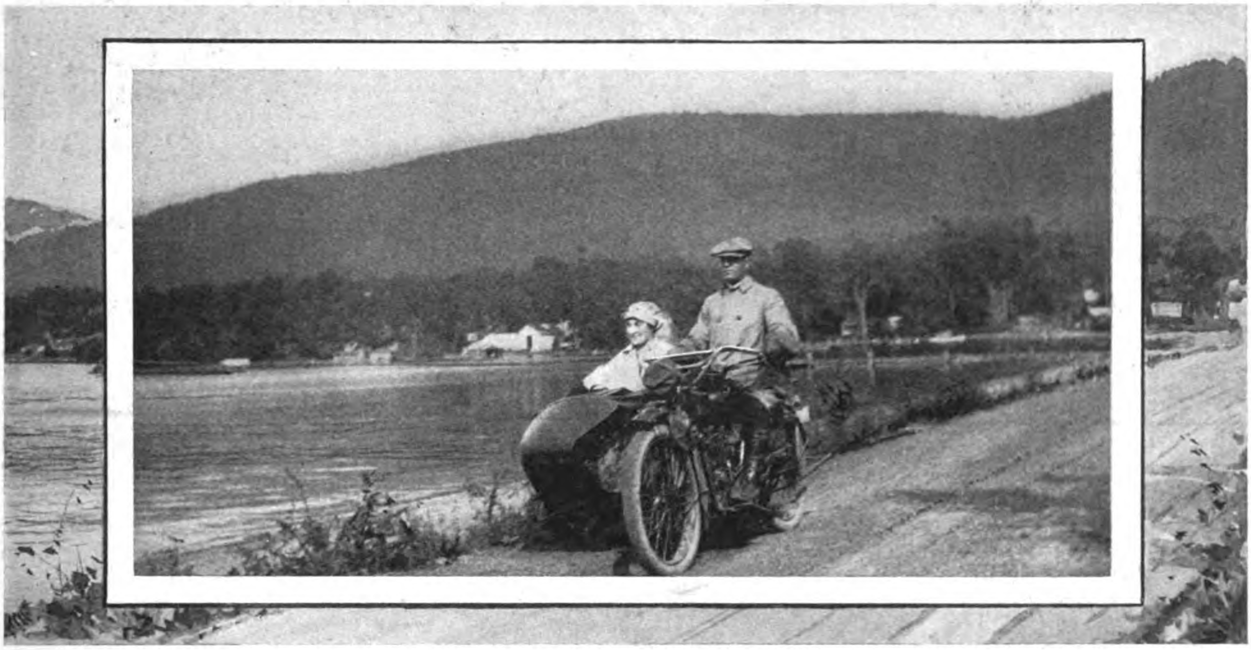
The last picture in the list presents a Reading Standard rider and his Rogers sidecar combination on the outskirts of Reading, Pa.

Variety in This Tour

Brooklyn Enthusiasts Cross Jersey, Sample Pennsylvania Mountains, Roll Up Through New York State to Niagara Falls, Drop in on Toronto and Visit Lake George, Saratoga Springs and Albany on Homeward Run

Cover 1512 Miles with Sidecar Combination and Pay Only $9 for Gasoline

BY EDWIN J. ROSSMAN



On the Way Through Lake George Village

THROUGH the long Witner months the properly-constituted motorcyclist spends a lot of his time in plans for the next riding season, and when spring arrives he ought to be like a bird released from a cage—ready to fly to the mountains and streams. At least, that is the way I look at it, and I always make a point of planning my trips far in advance so as to derive all the pleasure possible from them in the limited time at my command.

The first pleasure connected with a trip is in laying plans for it. Having that in mind, I went over road maps night after night last summer and finally decided to make a tour of Niagara Falls. My home is in Brooklyn, N. Y. I had no desire for speed—simply wanted to see the sights and obtain recreation—so I allowed two full weeks for the outing.

Early Preparations

I began to get my outfit in trim by going over my 1916 Powerplus three-speed carefully, paying special attention to nuts and bolts. Then I purchased the extra parts that I considered necessary for a long trip. At the rear of the sidecar I arranged a box to hold the bulk of my luggage, and some other articles I placed in a Gladstone bag which fitted neatly in the front of the sidecar. It caused my passenger no inconvenience.

We left New York on the afternoon of August 5, crossing the ferry to Jersey City about 3 p. m. We went thence to Newark, out through Morristown and over Schooley's Mountain to Washington, N. J. We arrived in good trim. Having decided in advance to do no night riding, we stopped at Washington overnight.

The next morning we were soon over the line into Pennsylvania. Roads so far were mostly macadam and in good condition. Our next stopping point was Easton, Pa., on the west bank of the Delaware River. We made a hurried tour of the city and wrote postals to the folks at home.

In Coal Mining Region

Passing through Bethlehem, of steel making fame, we reached Allentown, and then proceeded to Reading, where we arrived in time for lunch. When we resumed our journey we soon entered the great coal mining district, crossing the Blue Ridge Mountains and the Susquehanna River into Shamokin and Williamsport.

Not long after leaving Williamsport we had the satisfaction of finding ourselves back on good New York State roads, headed for Elmira. We gave Elmira the double-O and continued on our way to Watkins Glen. An hour or so at the Glen is well spent. The picturesque features of this spot have been described by many pens, but must be seen to be appreciated.

Leaving the Glen we have frequent views of Lake Seneca, lying in the midst of the famous grape growing district. We passed through the quaint town of Penn Yan, on Lake Keuka which, the poets tell us, combines the majesty of a lake with the charm of a river. More attractive scenery is ahead of us, and then we have before us the still waters of Lake Canandaigua. Here we stopped for the night.

Next day we rode to Buffalo, 87 miles, passing through Avon and Batavia and reaching the Bison City in time for lunch. We visited the beautiful McKinley monument and then made a short run over good brick roads to Niagara Falls. Riding down Falls street we reached Prospect Park, at the brink of the American falls. Here one gets an excellent view of the falls, as well as of the steel arch bridge to Canada, and also the Canadian falls in the distance. Passing over the stone arch bridge to Goat Island a particularly fine view of the rapids is obtainable.

A Jaunt Into Canada

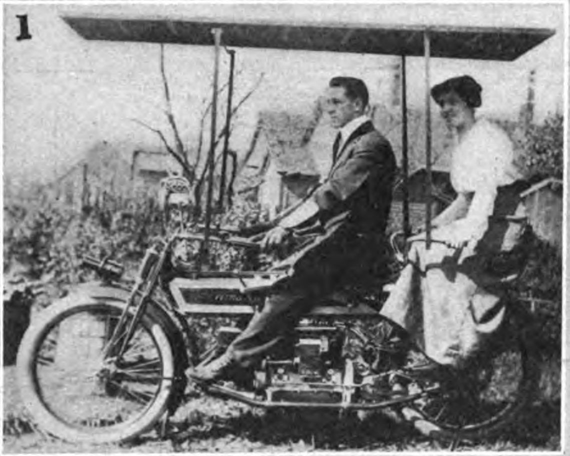
Later we made a short stop at the Three Sister Islands, followed this up with a visit to the "Home of Shredded Wheat," and the following day we enjoyed a trip on the Maid of the Mist to the foot of the falls. From this little steamer a most striking idea of the grandeur of the great cataract is obtained.

Crossing the bridge into Canada we were searched pretty thoroughly by the customs officials. We left our license card to guarantee our return and then were free to proceed towards Toronto, Ont. The roads were in poor condition. A run of about

(Continued on page 33)

The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN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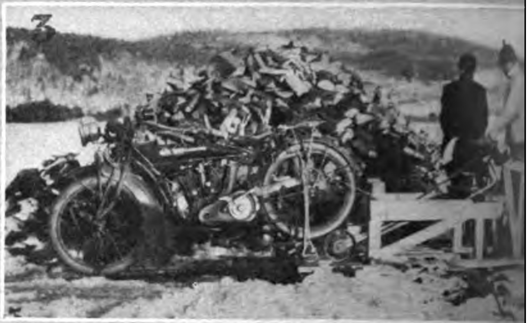
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SOUTHWICK
RUSSELL
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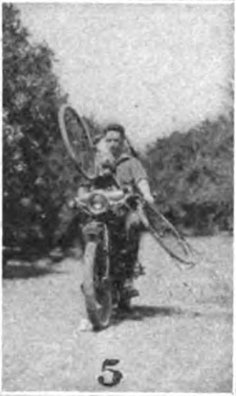
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REEL 1, **Scene 1**—The sun and rain top shown attached to this 1913 Henderson may not be the last word in the way of appearance, but it is said to be mighty effective, especially for use in the South where these riders hail from.

Scene 2—A prosperity wave has hit Cleveland and most of the factory employes are riding to and from work on motorcycles. The picture shows an R.-S. and a Harley-Davidson rider, both men being on their way to work.

Scene 3—Charles Newhauser, of Farmington, Conn., made quite some money over the past winter sawing wood this way with the aid of his trusty Indian.

Scene 4—A couple of Pope three-speed riders leaving Westfield after an inspection of the plant where Popes are made.

Scene 5—Two in one. How one California rider manages to enjoy a cycle ride on the beach without becoming fatigued by the long pedal from and to home.

Scene 6—The four members of the motorcycle police squad of Camden, N. J. They are riding Indians.

Scene 7—Two weeks hence! Picturing the joys of an early spring ride through the country.

Scene 8—Jess Mitchell winning at Smith Motor Wheel races which were staged at Dallas, Tex., last fall.

Scene 9—A little miss of Williamsport, Pa. She is never lonely so long as she's with her Reading-Standard-Rogers sidecar combination.

Motorgraph

RESENTED IN TWO REELS ~ ~

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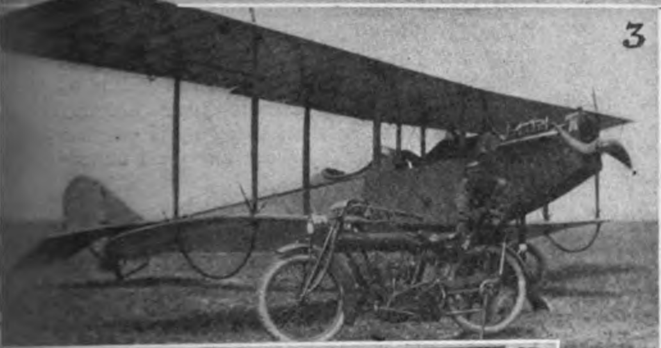
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SLOW DOWN!
MOTOR DRIVERS
9

REEL 2, Scene 1—Somewhat of an event in Greeley, Colo., picturing the arrival of a full carload of Harley-Davidson machines for Floyd Clymer.

Scene 2—Jack Holt and Marry McLaren, a couple of Universal film stars trying out an Indian Powerplus.

Scene 3—The motorcycle, besides doing signal and scout duty on the Mexican border this summer, served also as tender for the aviation squad.

Scene 4—This quartet of Illinois Isaac Waltons reach their little camp via the Indian and sidecar route.

Scene 5—The spring style show at Dallas, Tex. These decorated Smith Flyers headed the automobile parade. They were entered by George Hoehn, Dallas "Flyer" distributor.

Scene 6—Everything from 1909 models right up to the latest 1917 ones are to be seen in this picture of the start of a club run at Fergus Falls, Minn.

Scene 7—A trio of Newark, N. J., riders enjoying a spin on the river road near Belleville, N. J.

Scene 8—One decade back, showing Charles Fuller Gates finishing a 500 mile motorcycle ride on a single cylinder Reading-Standard.

Scene 9—Harry McNeer, who handles the Harley-Davidson in Portsmouth, O., says that every time he passes this point on the road out of his home city he loses his temper. Wonder why?

WASHINGTON D·C AS A TOURING CENTER

by Nomad

WITH the formal opening of the touring season only a few weeks off, all information concerning routes and points of interest once again becomes of prime interest. The accompanying article is the first of a series that will run throughout the spring and summer, and readers are advised to file the numbers containing touring articles so that they can be readily referred to when needed.

THE motorcycle tourist making his first road trip to the National Capital will find some advance information about the city and its suburbs very useful, and especially a time-saving factor.

Washington and its environs are, for all practicable purposes, coextensive with the District of Columbia, though not exactly so. As population increases and the means of transportation improve, many government officials and business men are building homes in the adjacent parts of Maryland and Virginia; but the base-line of the entire section is that fine stretch of Pennsylvania avenue from the Capitol to the White House.

The city is divided into four sub-districts—Northwest, Southwest, Southeast and Northeast—all radiating from the Capitol as a center. At first these initials may be confusing to the stranger, but their advantages soon appear, especially in giving or receiving directions, when the sub-district titles help greatly in defining the locality referred to. The dividing lines are North Capitol street, East Capitol, South Capitol and a line drawn west through the "Mall." Each sub-district—commonly abbreviated to N. W., S. W., S. E., and N. E.—has its own series of streets, with letters and numbers beginning at the Capitol.

Scheme of Streets and Avenues

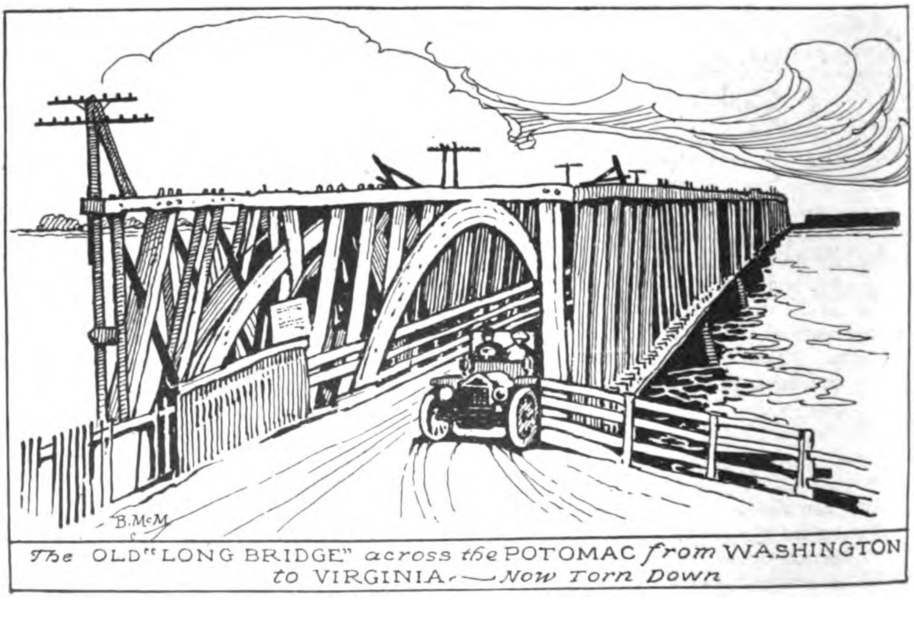
All thoroughfares in Washington are either numbered or lettered. Numbered streets run north and south, beginning with First street, at the foot of Capitol Hill; while lettered streets run east and west, beginning with B street at the Mall. The avenues extend northeast to southwest, and northwest to southeast. House numbers run from the Capitol (odd numbers on the right), and in progression of 100 numbers to a block. From any point within the city limits the motorcyclist is within a short distance of some prominent thoroughfare. In the north and west sections almost every street and avenue is asphalted; elsewhere macadam or some smooth block pavement is usually found.

Pennsylvania avenue, nearly five miles long, is not only the central thoroughfare, but it is the base from which all tours in and out of Washington are reckoned. Of the many local runs about the National Capital, the most interesting to strangers are those to Cabin John Bridge and Great Falls, Arlington National Cemetery and Mt. Vernon. These will take one outside the city, though runs to the National Zoological Park, Rock Creek Park and the Soldier's Home grounds are wholly or in part within the city limits. Strangers visiting Washington will have no difficulty in making any of these runs; and many incidental points of interest, like the Chevy Chase Country Club, are well worth looking up if one has time. When in doubt ask any local motorcyclist.

A City of "Circles"

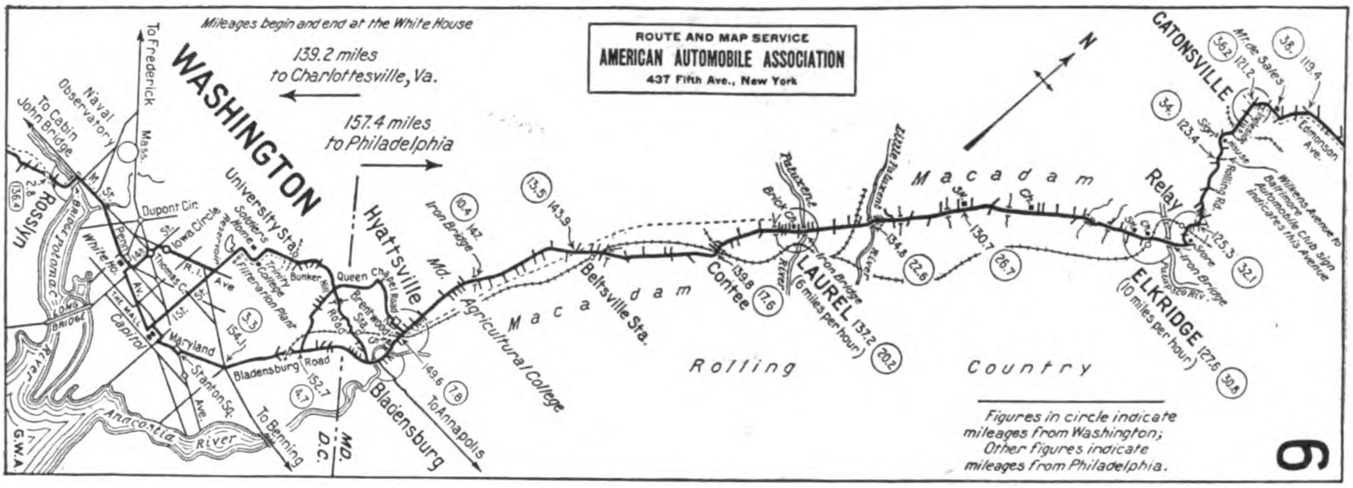
A characteristic feature of Washington is the large number of "circles," located at the intersection of various streets and avenues. Most of these, as well as the numerous small squares, are named after famous Americans, principally presidents, great soldiers and sailors. Of course not all of these can be shown on any road map. It will not take the stranger long to realize that these squares, and especially the "circles," break the continuity of the streets and avenues; very often one runs unexpectedly off of the thoroughfare he intends to follow, and a careful lookout should be kept on the excellent system of street signs.

From any point of view Washington and its environs present a pleasing variety of landscape. The outlying spurs of the Blue Ridge range of the Appalachian chain approach the city, forming the wild and ro-



The OLD "LONG BRIDGE" across the POTOMAC from WASHINGTON to VIRGINIA.—Now Torn Down mantic scenery of rugged, rocky hills and deep valleys along the Potomac at the Little and Great Falls. The remainder of the District of Columbia consists of sweeping and graceful undulations. The Potomac, from the northwest, and the Anacostia from the northeast, unite their currents a short distance below the Capitol; from that junction the greater river flows in a southerly direction until it passes the District line. A number of smaller streams, including Rock and Tiber Creeks, which water much of the surrounding country, find their outlets into the Potomac or Anacostia.

The lines around the District, as run by Mr. Ellicott, "Geographer General," were marked originally by square milestones, with deeply-cut inscriptions as follows: on the side facing the Territory, "JURISDICTION OF THE UNITED STATES"; on the opposite "VIRGINIA," or "MARYLAND," according to the State on whose possessions the line faced. On the third side was the year, 1792, and on the fourth the position of the magnetic needle at the time and place. Some of these stones are still standing; and probably more might be brought to light if the accumulations of decayed vegetable growth were removed. It has been wisely suggested that the government should define the lines of the Federal Territory by tablets, columns and other marks, worthy and commemorative of its greatness.


Mileages begin and end at the White House
ROUTE AND MAP SERVICE
AMERICAN AUTOMOBILE ASSOCIATION
437 Fifth Ave., New York
N
WASHINGTON
139.2 miles to Charlottesville, Va.
157.4 miles to Philadelphia
To Frederick
Naval Observatory
To Cabin John Bridge
Mass.
M St.
Dupont Cir.
Iowa Circle
Rosslyn
136.4
2.8
Potomac
White Ho.
Penn.
Av.
Thomas C.
R. I. Ave
Soldiers' Home
University Sta.
Reservoir
Filtration Plant
Trinity College
Bunker Hill Road
Queen Chapel Road
Brentwood Sta.
Hyattsville
Long Bridge
The Mall
Capitol
Maryland
3.3
154.1
Bladensburg Road
152.7
4.7
Stanton Sq.
Ave.
Anacostia River
River
G.W.A.
To Benning
D.C.
MD.
Bladensburg
149.6
7.8
To Annapolis
10.4
142
Iron Bridge
13.5
143.9
Md. Agricultural College
Beltsville Sta.
Macadam
Rolling
Country
Contee
139.8
17.6
Patuxent River
Brick Ch.
LAUREL
(6 miles per hour)
137.2
20.2
Iron Bridge
Little Patuxent River
134.8
22.6
Sw.
130.7
26.7
Ch.
Macadam
Relay
Sw.
Ch.
ELKRIDGE
(10 miles per hour)
127.6
30.8
Patapsco Riv.
Iron Bridge
Store
125.3
32.1
CATONSVILLE
34.
123.4
Sign House
Rolling Rd.
36.2
121.2
Mt. de Sales
38.
119.4
Edmonson Ave.
Wilkens Avenue to Baltimore Automobile Club sign indicates this Avenue
Figures in circle indicate mileages from Washington; Other figures indicate mileages from Philadelphia.
9

Washington is on one of the great main lines of travel between the North and the South. This map shows a part of the route from Catonsville (a suburb of Baltimore) into the National Capital

Picturesque Environs

The environs of Washington are very beautiful. Hills and vast stretches of upland surround the city on every side, except where the broad historic river flows away to the southward. Along the hills that rise abruptly from the river westward of the city, and which rise from the rich alluvial lands along the river southward, are thousands of prospects of rare breadth and beauty. North of the city the country rises in picturesque ridges, and drops into broad and quiet valleys. Washington is girdled by suburbs, and the settlements of men who spend their earning hours in office and workshop in the city reach away for a considerable distance. Many of the suburbs are among the most beautiful in all America.

The most comfortable times of the year for a motorcycle trip to Washington are in the late spring, after the principal rains, or in the fall. While, of course, tours are made to and from the National capital the year around, midsummer is apt to be too hot, and the city not as interesting anyhow, as Congress is not usually in session, and public men are largely absent.

Weather Usually Satisfactory

Some days and some nights are hot, and occasionally the heat tarries and toys with the population for twenty-four hours at a stretch. Still, the motorcyclist may either use his trusty two-wheeler, or take a refreshing trip down the river by boat. Although Washington can scarcely lay claim to being a first-class summer resort, there is seldom anything severe enough in the way of heat to justify staying away from the city on that account.

Washington has no heavy traffic to absorb your attention, no little streets for close escapes in passing, and practically no rough pavements. As a rule all thoroughfares are so wide that one need not fear crowding either by pleasure or business vehicles, which is frequently a revelation to those accustomed to the narrower streets of most other cities. The many parkways and all the avenues to and from the Capitol and the Executive Mansion are kept in the very best of condition throughout the year.

The public park system of Washington, while not very great in extent, is artistically laid out, and affords some very interesting runs. That part of the park system extending from the Capitol to the Washington monument and known as The Mall, embracing the grounds of the Botanical Gardens, Fish Commission, National Museum, Smithsonian Institution, and Agricultural Department, is a favorite ride, the grounds affording many delightful spots for sightseeing. The Mall terminates in an ellipse at the rear of the White House; the ellipse is five-eighths of a mile in circumference and the surface is as smooth as asphalt.

The Soldiers' Home

Surrounding Washington, partly in and partly out of the District of Columbia, are environs which afford any number of interesting and picturesque runs. One that attracts many is the Soldiers' Home, the grounds surrounding which comprise about 500 acres of beautiful, diversified hill and dale, to which the public has free access at all times. There are more than seven miles of broad well-made drives, shaded by gigantic oaks with luxuriant foliage. Silvery lakes are interspersed with stretches of meadow, while picturesque arbors on the hills give charming vistas of the landscape for miles around, and pretty villas and statuary add to the beauty of this park.

Less than a half-hour's ride from the capital through a picturesque country brings one to the quaint old town of Bladensburg, which was founded in 1750, and named after Thomas Bladen, at one time governor of Maryland.

About two miles from the city lies Rock Creek Park, a vast tract of land owned by the government and one of the finest parks in the country. It has been suggested that each of the States be asked to erect a suitable building in the park, in which could be exhibited the natural products of that State. If this suggestion is acted upon, Rock Creek Park will sometime rival any park in the country. South of the park are the grounds of the Zoological Gardens, in which are finely graded roads that are the joy of the motorcyclist. The scenic beauty of the Zoo is unsurpassed, rivaling Fairmount Park in Philadelphia.

An Impressive Location

Washington and his colleagues looked forward and not backward in locating the District of Columbia upon the Potomac River near its junction with Rock Creek and the Anacostia River. In all probability the military science of that period would have selected a place with strategic advantages. The sentiment of that time probably favored a position where castles might cap proud eminences, or where the city itself might have been built upon some plateau or in some mountainous district.

Had any such site been chosen, the capital of today would be inferior to the city which now surrounds the halls of government. Washington may be regarded as a plain, of which a river forms two sides, containing in the middle the hill which is surmounted by the Capitol; and on that plain Washington has been built. Beyond the river lies Virginia, the "Mother State of Presidents," and far off on the other hand are the blue hills of Maryland. This is one of the most beautiful vistas in the world. The river winds away into the distance amidst interwinding hills until the church towers of Alexandria are plainly visible.

Out of the old Washington a new Washington is rapidly arising. In the new quarter lying north of the Executive Mansion, wealth and fashion have already erected a little city of their own. Here reside the diplomatic representatives of fifty nations, the heads of departments, the chief officers of the army and navy, senators and judges, congressmen and bankers, retired merchants and manufacturers, and that floating army of wealth and leisure which is attracted in every land to the central seat of government. There must be a thousand residences here, ranging in cost from thirty thousand dollars to two or three hundred thousand.

Tourist Is Not Hampered

In older lands red tape, fees and tips make sightseeing too often slow and laborious, sometimes expensive, but in Washington the democratic idea generally prevails and the sightseer may do almost as he likes. If his tastes are historical he has the Capitol, the White House, the State, War and Navy building, the Treasury, the Patent Office and, down the river, Mount Vernon to explore and enjoy to his heart's content. If his mind is fixed upon matters of history and war, he may visit the Pension Office, the Arsenal, the Navy Yard, the Marine barracks, the Naval hospital, and the statues of Grant, Thomas, Farragut, Dupont, McPherson, Rawlins, Lincoln, and the beautiful statue of Emancipation.

Above everything else, the motorcyclist visitor should be sure to make the short trip over the Conduit road to Cabin John Bridge, a wonderful stone arch ten miles above the city. It is an extraordinary piece of bridge construction, with no parallel in America, and but two equals in Europe. Better take a little more time on this trip and visit the Great Falls of the Potomac farther out on the Conduit Road, and the Little Falls, which are a few miles beyond that.

Before leaving, the tourist should cross the river to Alexandria, Va., a Washington suburb, which played so important a part in the dark days of the Civil War. Also go to Arlington, once the beautiful home of General Lee, but where now sleep many thousands of brave soldiers. Below Alexandria the old Telegraph Road, now mostly improved, stretches away toward Fredericksburg and Richmond.

MAKE A TOUR

¶ Resolve now, if you have not already done so, to make a motorcycle tour this summer. Consider the opportunities within reasonable riding distance of your home—which may be anywhere from 100 to 1000 miles, by the way—and lay your plans accordingly. ¶ Take a friend or two into the project with you, lay out your route and look forward to the best outing you have ever known. ¶ Better decide on it today—before you forget it. One-third of the fun connected with a tour of any kind is planning for it in advance, so an early start on the preparations will only add to your enjoyment.—The Editor.

Those who have never visited Washington and made explorations on the roads may imagine it in all the beauty of its wide, smooth, clean and shaded avenues. From familiar prints they may imagine its spacious parks and close-cropped lawns, its vistas over noble buildings to where, against a blue sky, one's vision rests upon the clear-cut outlines of green hills rich with summer's glorious verdure, in a region where Nature outdoes herself to please. It is this that one sees in the beautiful, peaceful, northwest section of the city, or standing on the terrace of the Capitol.

Americans ought to be proud of their capital, and go there prepared to stay a while—long enough to take a few deep breaths of the southern atmosphere, unsullied by smoke, and to imbibe a little of that philosophy which teaches us that we all can rest for a time in our pursuit of the almighty dollar and fortify mind and body wondrously thereby. If one wants a change altogether from road riding, there is the broad river, which provides boat service to attractive places in prodigal abundance.

Arlington, the treasure house of an immortal past, adorns a thickly-wooded hill three miles away; peaceful Mount Vernon, the same today as it was over a century ago, when the Great Patriot sheathed his sword, laid down his pen, and stole away to rest, is reached by a short sail down the river. The beautiful Soldiers' Home offers miles of shady drives and walks winding through acres of groves; the Zoological Park, one of the most extensive in the world, affords endless entertainment for those who appreciate the animals, with other attractive spots too numerous to mention, all free from the crowds of metropolitan centers, lie within reach of all.

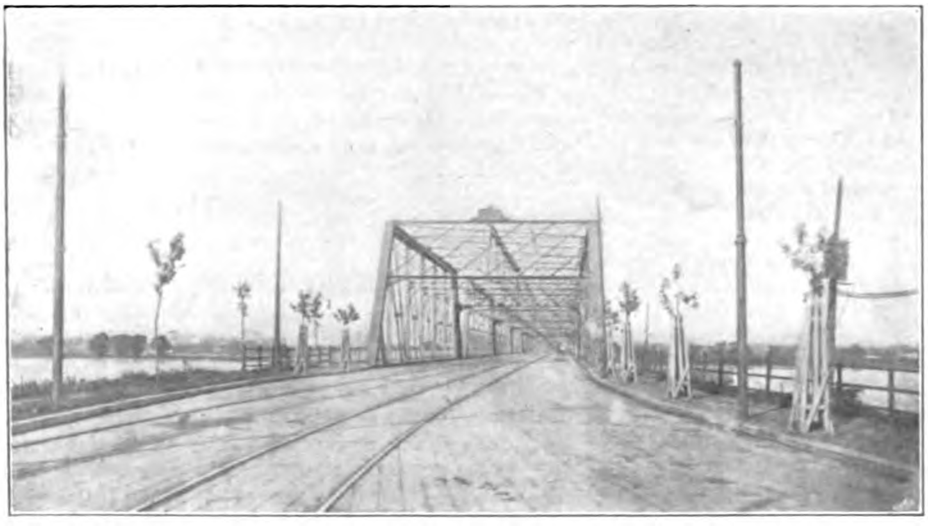
Some Changes Under Way

Without doubt the New Willard is the smartest and best known of the hotels, but there are others, less expensive and very comfortable; also an endless number of furnished rooms which house agents will show to visitors without charge, their compensation coming from the landlords. Foster's Standard Guide to Washington is very comprehensive and reliable for sightseeing, and quite the most satisfactory book about the city to be had. Unfortunately, Washington does not escape the endless demolishing of the old for the new; we never give things time to ripen here, even when they are worth keeping. The picturesque little old house on Farragut Square where King Edward VII stopped when he visited this country as Prince of Wales, has disappeared to make way for the new Army and Navy Club; and when the turreted old Smithsonian Institution is razed there will be many hurt feelings. However, the buildings which are replacing the regretted old ones are all part of a great, harmonious plan, and the new residential part of the city is really amazing in its growth and beauty.

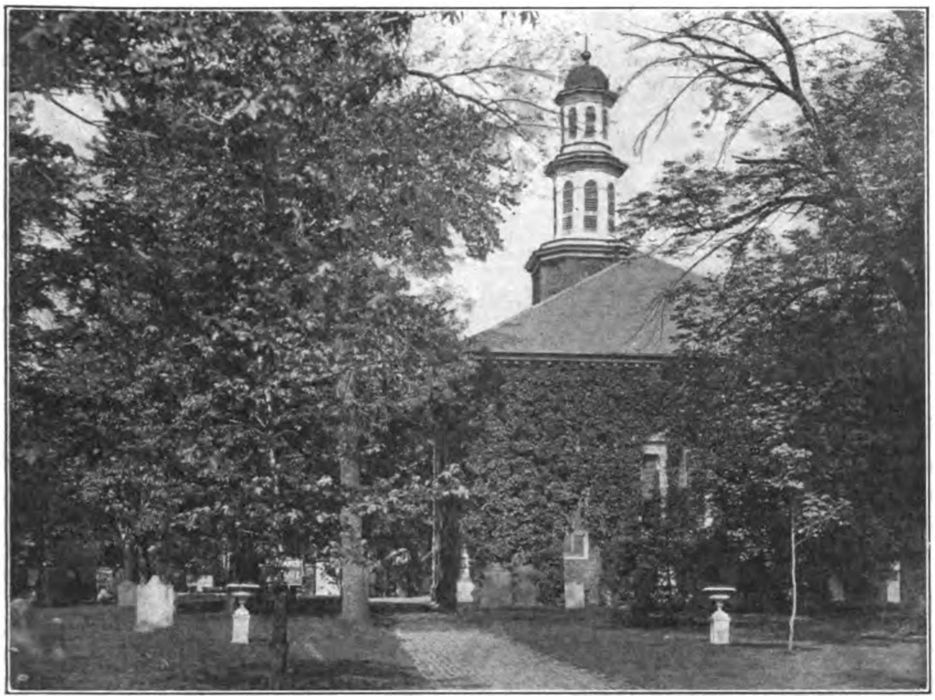
Many Short Trips Available

Detailed information and special inquiries for running from one part of the city to another are usually unnecessary. For purely local touring the capital city is certainly unapproached, and while the surrounding country is not entirely accessible with ease and comfort, for lack of a sufficient number of good roads, there are still enough left to compare favorably with any other equal area in all America. Over the good roads of the District of Columbia many fine short trips may be taken, and it is safe to say that the visiting motorcyclists will be delighted with most of them. All that lie within the District, and the Conduit road, westward along the Potomac and the Chesapeake & Ohio Canal to Cabin John Bridge and Great Falls, are cared for by the Federal government.

The one beautiful, interesting and satisfactory run outside the city—not counting the very short one to Fort Myer and Arlington, which of course the visitor will not fail to take—is to Great Falls, beside the Potomac. This is about twenty miles out of town and the road is fine all the way



"New Highway Bridge," looking north, and panoramic view of Washington in distance. This bridge, commonly known as the "Aqueduct Bridge," is a popular exit south from Washington by road



A typical view in Washington's historic suburbs—Christ Church, Alexandria, Virginia, built in 1773. George Washington was a vestryman; his pew still remains unchanged and can be seen, also Robert E. Lee's pew

though with several rather dangerous curves at the Great Falls end, for which strangers should be on the alert. There is a very old inn near the Falls where they will get a dinner while you wander across through the woods to see the water tumbling down over the rocks, still unharnessed and most picturesque.

Other Side Trips

Ridgeville, between Frederick and Ellicott City, provides a good country dinner, and makes a pleasant day's run, of about eighty miles for the round trip. And it is a fair drive down to Marshall Hall, old home of the Virginia Marshalls, now a sort of public house where you can get a good shad dinner in the season. One trip that would mean several days, a number of stops, and much interest, is to Lexington and Natural Bridge via Harper's Ferry, Winchester and Harrisonburg, with a detour from New Market to see "The Caverns" at Luray.

All the important public buildings in Washington are reached by asphalt streets and avenues, and the same is generally true of the principal parks. Most of the Federal and municipal points of interest—the Capitol, White House, Soldiers' Home, the Naval Observatory, the Zoo, etc., are within the fine local riding district. Beyond these are many places of scenic and historic note in the environs of the National Capital, some easy of access, others difficult; while various through roads, most of them "pikes" in fair-to-good condition, connect the District of Columbia with the towns and cities East, West, North and South.

Something About the Bridges

One of the most interesting features of Washington is the number of bridges spanning the Potomac, of which the visiting tourist will see much on his rides around the city. Of these the most important, from the tourists' standpoint, is the Aqueduct Bridge, which carries the largest amount of road travel into Virginia, and across that State en route to the South and Southwest; also to Arlington National Cemetery and Fort Myer. Farther up the "Chain Bridge" will be noticed, but historic "Cabin John Bridge" is out along the Conduit road, beyond the others.

The pen-and-ink sketch on the opening page of this article, shows the old Long Bridge, now torn down, but in its day the most interesting of all from a historic standpoint. Its construction was authorized during the administration of Thomas Jefferson, and was in use nearly a hundred years; over it many thousands of Union soldiers passed to and from the Southern battlefields during the war of 1861-65.

Laid Out by an Artist

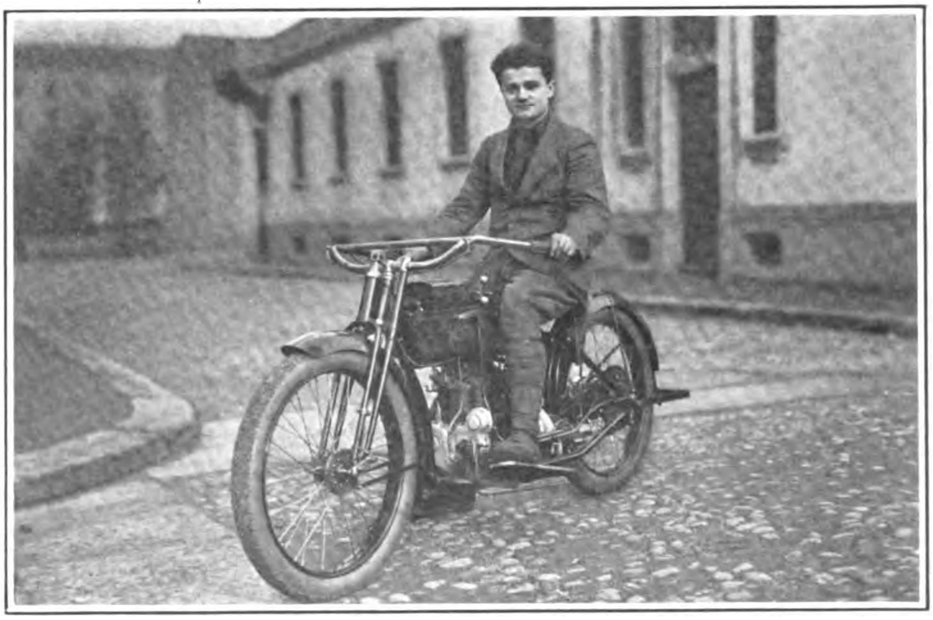
A French engineer, who was also a poet and an artist, created the plans which are today the admiration of every visitor to Washington. He made the Capitol the center of the city, and from it he drew radii in the shape of great avenues. These he named after the older States, Pennsylvania, New Jersey, Delaware and Maryland, which are also the States nearest to the center of the city.

The Capitol grounds are a great square, and parallel to them he planned streets and avenues; then he drew avenues parallel to the four radial avenues. The thoroughfares named after the States are unrivaled in almost every respect, their nearest competitors being the classic boulevards of Paris or the new boulevards in the upper part of New York City. In average width they surpass either Paris or New York, many of them being from 130 to 160 feet wide and extending the entire length of the city.

Some of these irregular blocks serve for public fountains, others for statues; some for monuments and memorials; others for parks and still others for little plots of grass, flowers and trees. The effect is extremely impressive, so the traveler is constantly encountering little surprises of nature, of the field, the forest and the garden, or else some work of art from the sculptor or the architect. Nearly every street is a long lane with overeaching branches, and each thoroughfare seems blocked at intervals by parks or gardens.

The authorities have been zealous in fostering this phase of Washington life and the people have co-operated with them in nearly every instance. Gardens and lawns, conservatories and hot houses, great vases filled with growing flowers, a wilderness of trees and any number of private and public gardens, give Washington a brightness and a brilliancy such as may be found nowhere else.

ITALIAN RIDER SETS AN EXAMPLE IN NEATNESS



Pietro Gallini, a Member of the Staff of Lanfranchi, Henderson Agent in Milan, Italy, Believes in a Clean Costume as Well as a Spotless Mount

EDITORIAL

By J. Leo Sauer

How Price-Cutting is Influenced by the Dealer's Service Policy

AS a general rule, an editor pays no attention to anonymous communications. But we have before us a letter which, though signed "A Reader," is interesting and pointed enough to be made the subject matter of this week's editorial. The writer of that letter expresses himself to the effect that he does not approve of our efforts to organize dealers against price-cutting and kindred evils. He says: "The profit a dealer makes on each machine amounts to a fair return, that is, when the sale is made at list price. But you must take into consideration the fact that the manufacturers arrange their list prices to help cover the time and labor a dealer *ought* to contribute towards the maintenance of the guarantee that goes with each sale. Do they live up to this guarantee? Most of them do not."

Therefore, avers our anonymous correspondent, when a seasoned rider bargains for the purchase of a new machine, he demands a discount from the list price because he feels that the dealer "will not earn the profit to which he would be entitled were he to make good the manufacturer's guarantee." In other words, the contention is that the average dealer does not give sufficient *service* to earn the full list price.

* * *

This is indeed a unique and by no means senseless defense of price-concessions. But it approaches the problem from the wrong angle. No one will blame the rider who, knowing from previous experience that he won't get service, demands its equivalent in advance in the form of a price concession. He takes the position that he will "get his" while he still has the upper hand. And we assure "A Reader," and all other riders who read **Motor Cycle Illustrated,** that we hold no brief for that type of dealer. On the contrary, we believe that in no other business is the importance of service greater than it is in the sale of motorcycles. Therefore, let the dealer give that service so satisfactorily that his customers will be only too ready to pay the list price when they make subsequent purchases. Superior service will always command an adequate price return, and it is one of the most effective means of defeating the objects of your price-cutting competitors.

* * *

Here, then, is something which adequately serves two most important purposes. Good service helps the dealer to maintain prices, and it also pleases his customers. If the dealer gives them that to which they are entitled, namely service, then they, in their turn, will be easily persuaded that it is to their advantage to pay such a dealer list prices for machines, accessories and "spares." It's just a case of one hand washing the other, and also of making satisfaction mutual by doing business in a business-like way. And the beauty about it is that it is the simplest, the most reasonable, and the right thing to do, just as a combination of poor service and price-cutting is complicated, unnecessary and foolish.

Then why, Mr. Dealer, should you apply reverse judgment to this problem? Why go out of your way to handle it poorly, thus creating dissatisfaction not only in your own mind, but in that of your customer as well? Everything dovetails so nicely when the right thing is done in the right way; then why deliberately "ball up" your business? Why not put yourself in position to command that to which you are entitled by virtue of giving that which rightfully belongs to your customers? Fair prices for you; splendid service for them. As a matter of fact, there isn't any room for argument; it is all so self-evident, and all so palpably obvious.

* * *

Now, there is a certain service which *belongs* to the customer, and *must* be given. There are other services which *may* be given, in the interests of good business and good sport. In addition to their making good the manufacturer's guarantee, progressive dealers succeed in making themselves solid with their customers by doing all they possibly can to keep in constant touch with their patrons. That contact should be made as intimate as possible. For example, each week during the season a postal announcement might well be mailed to every rider on the dealer's list, and these announcements could be such that not only would they be appreciated by the rider, but also help develop the dealer's business.

* * *

These postal notices might have to do with an interesting Sunday tour arranged by the dealer; the announcement of a new model, or a new stock of accessories, just received; meetings and other activities of the club, etc., etc. Let the dealer prove in this simple and inexpensive manner that he is interested in the welfare of his customers, and desirous of giving them all the service to which they are entitled, and then some.

* * *

Service, day in and day out, earnest, efficient service, should be every dealer's ambition. Give your customers service, and most of your other troubles will soon disappear. Make good, and you will make friends, and make money too. It is a fact long recognized that the simplest things often exert the most far-reaching influences, and that would seem to hold good in the situation under discussion. Service—systematic and even generous service—is an obvious necessity on the part of any merchant who is determined to retain the good will of his patrons; and in the case of the cycle dealer, at least, the moment such service is given a number of the other sales problems will be solved automatically.

LATE NEWS

MOTORCYCLE AGAIN DOES THE "IMPOSSIBLE"; HARDY RIDERS LEVEL BAKERSFIELD INCLINE

Excelsior Riders, Using "Tractor Wheel" Tactics, Take First and Second in Open Event on Barker Hill; Loomis Drives His Henderson to First Place in Stock Event; Grade of 70 Per Cent and Deeply Cut Sand Trail Make Motors "Buck" Like Bronchos

BY G. O. WILLAMAN

BAKERSFIELD, Cal., March 25 (By Telegraph).—Barker Hill, 12 miles northeast of here, and like Capistrano, thought unassailable by motorcycle, fell to the annual hill-climb onslaught of the Bakersfield M. C. today.

Bert Gilmore, who took second place last week at Capistrano, led his Excelsior to the charge and in 67 seconds had climbed the 1,000 feet of soft, sandy cattle-betrailed incline in the free-for-all event.

Then Maurice Tice straddled Gilmore's iron shod two-wheeler and plowed his way to the top in 63 seconds; unfortunately, however, the crowd blocked Tice near the top and he was forced out of the staked course at 962 feet and thus stands his score.

John Loomis on a Henderson won the stock event with a climb 850 feet six inches; Gilmore took second honors in the stock number with a climb of 843 feet.

The stock trials opened the program which attracted fully 2,000 spectators. An even half a dozen entrants essayed the hill after a running start of 50 feet—just enough to get going. The stock event scores were as follows.

John Loomis, Henderson, 850.5 feet; Bert Gilmore, Excelsior, 843 feet; W. A. Parks, Indian, 806 feet; Maurice Tice, Excelsior, 789 feet. The other starters were Arthur Wells, Harley-Davidson and Tony Barulich, Excelsior.

A Win for Tractor Wheel

The same sort of tactics which brought home the bacon to the Excelsior in the Capistrano climb won for Gilmore in the open event. His rear wheel was shod with a steel band fitted with traction plates and he rode with tires partially deflated; he also carried 30 pounds of lead over the front wheel to resist the tendency to skim the surface and make steering difficult. The results of the open event follow:

Bert Gilmore, Excelsior, full climb 67 seconds; Maurice Tice, Excelsior, 962 feet; Roy Artley, Henderson, 807 feet, 2 inches; W. A. Parks, Indian, 800 feet; Ed. Tice, Harley-Davidson, 791 feet. No other starters.

The incline measured 70 per cent. at its steepest and was never less than 50 per cent. Coupled with the soft surface which permitted the rear wheels to dig in deeply, the grade was sufficient to cause the front wheels to rear up, broncho like, and several of the riders were thrown but none was seriously hurt.

The course was perhaps the most trying ever selected for a hill-climb and the affair developed into a real test of riding skill and clearly demonstrated the practicability of wheels of the tractor type. After the course had been ground up by the many trials, it was practically impossible for a rider with unarmored tires to pass the half-way mark. Most of the exceptional climbs were registered by riders with wheels wrapped with sprocket chains or rope.

The officials were: Referee, Gordon B. Slater; judges, Charles Lighter, E. G. Morris, Frank Drysdale, Ray Stevenson; Timers, Robert Gunning, Jr., W. J. Ahlender; starter, Jules Berges.

Loomis' Henderson was equipped with Firestone non-skid tires, Berling magneto; Schebler carburetor; Coventry chains and Persons saddle. Gilmore's Excelsior was shod with Firestone tires, Bosch magneto, Schebler carburetor, Mesinger air cushion saddle and Renold chains.

TROUBLE BLASTS RUHLE'S RECORD HOPES

Harley-Davidson Rider Makes Good Start for Sidecar Mark on Motor Parkway; Faulty Ignition His Undoing

JAMAICA, L. I., N. Y., March 23.—A balky magneto to-day blasted the high hopes that William J. Ruhle held for bringing the 24-hour sidecar record back East.

Ruhle, who had planned, prepared and practised for the attempt for months past, started out sharp at 2 o'clock this afternoon on a Harley-Davidson outfit with D. R. Hobart, technical editor of **Motor Cycle Illustrated**, as passenger, observer and referee.

The course chosen was the Motor Parkway which stretches along for 45 miles in an uninterrupted stretch from Jamaica out and which, being a private right of way built especially for the motor speedsters and without a grade crossing, makes an ideal course. Ruhle made 64.4 miles of the route in record time when the magneto went bad and the couple lost so much time in endeavoring to effect a repair as to forestall all chance of hitting the 800 miles or better mark necessary to bring the record back across the Mississippi.

The magneto was an old one, dating back to 1913, and which had done a lot of speedwork without having had the slightest attention in the interim so that its failure is altogether excusable. Ruhle and Hobart will have another try at the record within the next couple of weeks.

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EXIDE PROFITS FOR 1916

PHILADELPHIA, Pa., March 26.—During 1916 the Electric Storage Battery Co., Philadelphia, made gross sales totaling $2,069,977 according to its report for the year just issued. Its operating expenses were $751,181, leaving a net of $1,318,796. Dividends amounting to $649,964 were paid, and the surplus now amounts to $2,318,685, which is an increase of about $900.000 over the year previous. The gross sales increased by about $300,000.

TRADE MEN ENTHUSE OVER MOTORCYCLE AND ALLIED EXHIBITS IN MILWAUKEE SHOW

SCHOOL OF ENGINEERING
HARLEY-DAVIDSON
AMERICAN MOTOR VEHICLE CO.
MANUFACTURERS OF
JUNIOR AUTOMOBILES
LAFAYETTE, IND.

Motorcycle and Accessory Section of Milwaukee Motor Power Show Which Held the Boards Last Week

MILWAUKEE, Wis., March 26.—"The Milwaukee motorcycle show is making history."

In this brief statement, E. J. Mueller, toastmaster, opened the Aurora Borealis dinner which followed the opening night of the Milwaukee Power Show, the third Milwaukee exposition, and summarized the sentiment of exhibitors from the motorcycle industry in attendance. The show opened Wednesday, March 21.

"I believe that the policy established by the management of the show in this city will be followed in future national shows," said Mr. Mueller. "By including allied outdoor motor displays, like motor boats and aeroplanes, interest is aroused for the motorcycle in other lines of sport and new blood is created. I intend to present this plan to the show committee of the Motorcycle and Allied Trades association and recommend its adoption." In staging its third show the Milwaukee Motorcycle Club made arrangements for a radical departure from local exhibitions, and judging from the amount of interest displayed the change was beneficial. Instead of holding its show in a small hall, the club branched out and took quarters in the main arena of the city auditorium. The introduction of outboard motors, aeronautic displays, wireless apparatus, trade school work, and boats brought interest from organizations in and around the city to the motorcycles.

The various exhibitors, exhibits and attendants from the industry follow:

Badger State Motorcycle Co., Indian motorcycles, Indian light twins, Indian machine gun outfit, parts,—R. L. Clark, proprietor; G. W. Sherman, of Hendee Mfg. Co.; Jesse Edwards and Wm. Wilson, of Edwards-Crist Mfg. Co.; William Knuth, Leo Allen and Paul Mueller. Attendants dressed in real Sioux costumes were featured.

Mueller Cycle & Supply Co., Harley-Davidson motorcycles, sidecars, sidevan, bicycles, forgings and parts, — Louis Peterik, manager; Wallace Wrede, E. J. Hintz, Frank Strachota, proprietor; E. J. Mueller, assistant sales manager Frank Egloff, H. E. McDonald and H. E. Manthey, factory sales force; features, machines sold to county sheriffs, sidecar outfit on stand with Miss Lillian Hauer demonstrating and Irving Janke displaying placards bearing sales talks.

Bartles-Maguire Oil Co., lubricants; Arthur Stoltz, sales manager; L. J. Jeager, chemist, and Michael McGarry, salesman.

Lippow Cycle Co., Thor motorcycles, bicycles and enameling; Leo Lippow, proprietor; C. B. O'Hare, sales manager of Aurora Automatic Mchry. Co.; Harry Perrotett, A. Koehn, Walter Kerl, Edward Kraft, Thomas Lamb, attendants.

Cleveland Motorcycle Mfg. Co., Cleveland lightweight; C. A. Gilbert, sales manager, H. C. Garner, salesman.

Century Autocycle Co., Century lightweight; J. L. Hayes, sales manager.

Aerothrust Engine Co., Aerothrust engines; W. R. Crook, mechanical engineer.

American Motor Vehicle Co., junior speedsters; William Pearlman, B. J. Mills.

Other exhibitors were: The Evinrude Motor Co., Louden Machinery Co., garage doors; Milwaukee Electric Railway and Light Co., power household utensils; Wisconsin Machinery & Mfg. Co., motors; Universal Motor Co., marine motors; Inglis Mfg. Co., gasoline pumps; E. Miller, accessories; L. C. Johnson & Sons, Johnson cleaner and carbon remover; Electric Appliance Co., bicycle motor attachment.

The opening night dinner for exhibitors and Milwaukee business men proved to be a big tribute to the motorcycle. "The motorcycle has resulted in an increase in efficiency of from 150 to 200 per cent in our special delivery department," said Frank B. Schutz, postmaster of Milwaukee. "The motorcycle has added to the popularity and use of special delivery service and practically revolutionized that end of our work. Now we have motorcycles in our collection departments and they have proved economical as well as efficient."

R. B. Snyder, of the Electric and Street Railway Company, paid motorcycles a compliment when he said: "We used to think that when we had the old mare and wagon we were in good shape to render service, but the motorcycle soon showed us the road to efficiency for the consumer, whether it be lighting or industrial."

Other speakers who complimented the show management in talks were Jesse Edwards, Walter Davidson, C. J. Zaiser, managing editor of the Milwaukee *Free Press;* Otto J. Schoenleber, president Auditorium governing board; W. H. Parsons and J. A. Benson, L. B. Buckley, supervising manager of the show, praised the motorcycle manufacturers for the spirit existing in the industry, and Hugh Sharp, secretary of the motorcycle club, thanked the exhibitors and business men of Milwaukee for their support.

In connection with the show it was announced that Emil Kasten had taken the agency for the Henderson motorcycle. Mr. Kasten now handles the Excelsior and Henderson.

Friday night was set aside as Metal Trades night and proved the most successful evening of the show. As a special feature an assembling contest was arranged between Edward Stelzner, foreman, and Frank Ollerman, assistant foreman, of the Harley-Daivdson factory. Walter Davidson refereed the contest. Ollerman finished first but lost out to Stelzner when Mr. Davidson's eagle eye discovered a bolt missing from the seat post when he lifted the saddle. Factory testers were on hand to start the machines when the assemblers finished to prove they would run.

NEW SALES RECORDS

January Was the Biggest Month in History of the Westfield Mfg. Co.

WESTFIELD, Mass., March 26.—Some idea of the speed with which things are moving at the plant of the Westfield Mfg. Co. these days will be gained from the company's statement that January was the biggest business month in the entire career of the firm. Add to this the news that the sales for December were the largest ever recorded by the company for that particular month, and that the same applied to February, and it will be seen that cycle history is being made at a rapid rate in Westfield.

The company has been too busy to get down to a detailed statement of March business as yet, but it is practically certain that March sales will exceed even those of January, thus putting March at the top of the company's list.

MANUFACTURERS MEET

Bicycle Makers Discuss Routine Matters at Hotel Astor Session

NEW YORK, March 27.—A meeting of the Bicycle Manufacturers' Association was held at the Hotel Astor yesterday, at which a number of matters bearing upon sales and production were taken up for discussion.

The following were in attendance: Colonel George Pope, secretary of the Bicycle Manufactuerrs' Association; Horace M. Huffman, Davis Sewing Machine Co.; H. S. Wise, Miami Cycle & Mfg. Co.; John P. Fogarty, Westfield Mfg. Co.; W. G. Schack, Emblem Mfg. Co.; Arnold Schwinn, Arnold Schwinn & Co.; C. A. Lonn, Great Western Mfg. Co.; J. E. Vogel, Gendron Wheel Co.; P. P. O'Horo, Excelsior Cycle Co.; Keyser Fry, Reading Cycle Mfg. Co.; Fred Brown, Pierce Cycle Co.

NEW ZEALAND RECORDS

Two Indian Riders Set Marks in Eight and Fifteen-Mile Handicaps

ASHHURST, N. Z.—Indian riders accounted for four New Zealand records at a meet on the Ashhurst race course January 22. P. Coleman, riding an 8-valve Indian, broke the grass track record in the eight-mile handicap by averaging slightly under 53 seconds a lap. His time for the 15 miles was 13 minutes and 50 seconds, beating the former New Zealand record by 27 seconds.

J. Dawber, on a 3½ h. p. Indian, took two more New Zealand records, his time in the 15-mile handicap being 15 minutes, 5 seconds, beating the previous 3½ h. p. record by 1 minute, 25 seconds. His fastest mile lap was 59 seconds, thus disposing of another New Zealand record.

WESCHLER ON WESTERN TRIP

MILWAUKEE, Wis., March 26.—Frank J. Weschler, general manager of the Hendee Mfg. Co., found time to drop in at the Milwaukee Motor Power Show during a flying business trip, which he is now making through Middle Western territory.

"BOOSTER" ELLIS GETS BOOSTING JOB

New York State F. A. M. Commissioner to Travel in Interests of Sport for United States Tire Co.

NEW YORK, March 26.—George A. Ellis, New York City F. A. M. Commissioner, and at present retail salesman for Baker, Murray & Imbrie, Inc., metropolitan distributors of the Indian, will sever connections with that concern on April 1 to become a motorcycle booster for the United States Tire Co.

In his new capacity, Ellis will travel through the East, boosting the motorcycle sport and plugging for the United States tire interests. In a word, Ellis becomes simply a missionary of good sport. He will address clubs, promote race meets, endurance runs and hill-climbs and endeavor in every way to build up the F. A. M. from the uppermost corner of Maine to the southernmost nook in Florida.

George A. Ellis

The work is not new to Ellis by any means, for he has been boosting and plugging motorcycles since 1909, and it is in fact his real love for the sport and his ability to line the fellows up for an endurance run, race meet, hill-climb or simply a sociable run which led M. C. Stokes, manager of the motorcycle and bicycle tire department of the United States forces to snap him up.

Preliminary to taking up his new duties, Ellis will make a trip to the Indianapolis factory of the tire concern and go thoroughly over the details of motorcycle tire manufacture. He starts on his trip on April 1.

"LITTLE RHODY" AGAIN

Rules That Motorcycle Dealers Handling Sidecars Are Auto Dealers

PROVIDENCE, R. I., March 26.—Rhode Island has taken another "swat" at the motorcycle. This time it came in the shape of a ruling by Attorney General Herbert A. Rice, to the effect that a motorcycle dealer who sells sidecars is an automobile dealer and must be licensed as such.

Motorcycle dealers in this State will now have to take out a motorcycle dealer's license, costing $10, an automobile dealer's license, costing $25, and separate operator's license for the sidecar machines and solo mounts costing $1 each. In other words, it is going to cost the motorcycle dealer $37 a year to do business as against $25 and $1 each for operators' licenses for the automobile dealer.

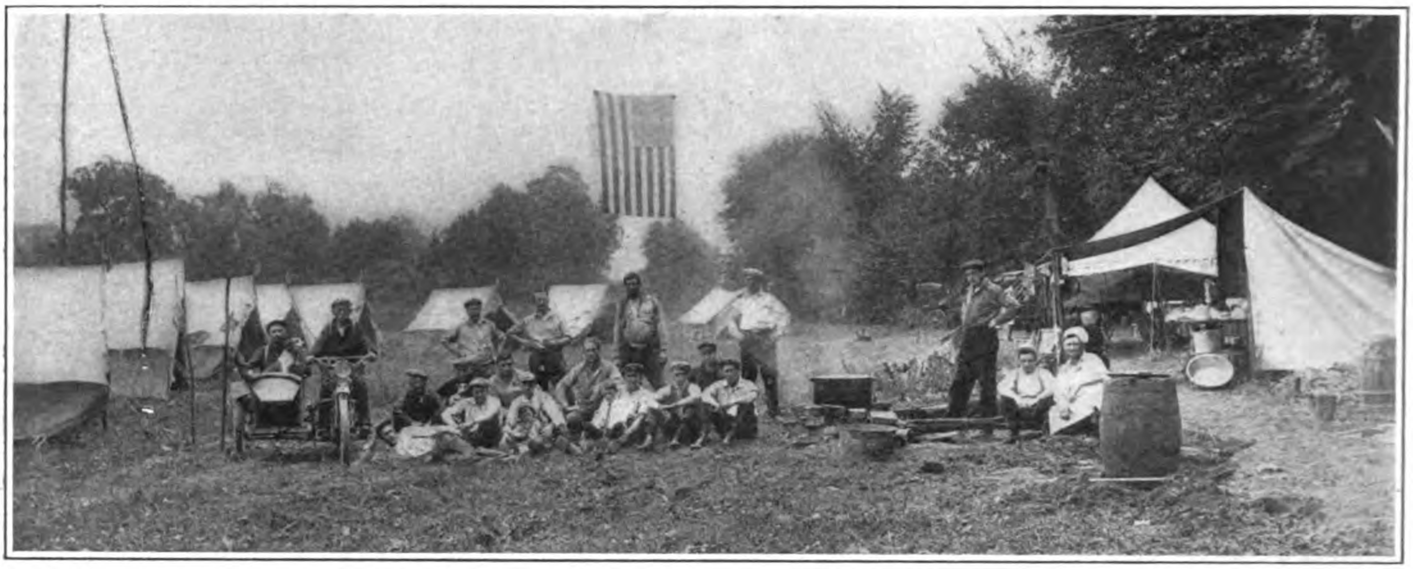
The ruling came about as a result of the application of B. A. Swenson, Indian dealer, for a dealer's license to sell and operate motorcycles and sidecars. Because of the ambiguous Rhode Island motor vehicles law, which classes as an automobile every three-wheeled vehicle, the Board of Public Roads and the board asked for the ruling.

KING ON BUSINESS VISIT

NEW YORK, March 27.—T. J. King, of the Diamond Chain Mfg. Co., has been in the metropolis for the last few days on a business trip.

News of the Clubs

Club secretaries or press agents are invited to send in every scrap of club news that breaks in their district. This news will be given special attention in forthcoming issues.—Ed.



The Valley Grove Outing Club of Johnstown, Pa., Used an Indian Sidecar Outfit for Commissary and Mail Service When It Went Into Camp Last Fall, and as a Result George W. Gerber, the Local Indian Dealer, Who Loaned the Outfit, Has Cashed in on Six Sales

TWO CLUBS FORMING

Fort Wayne Dealers Behind Both Motorcycle and Bicycle Body

FT. WAYNE, Ind., March 26.—The organization of a motorcycle club and a boy scouts' bicycle club are about to be perfected here. The motorcycle club is being fostered by H. L. Daler, who handles the Harley-Davidson, while all of the bicycle dealers are standing together in boosting the bicycle movement among the boy scouts.

The season has opened up well for Daler. He has booked orders for 19 new Harley-Davidsons and a couple of sidecars, as well as disposing of a number of used machines.

PROVIDENCE CLUB DIVIDES

Solo and Sidecar Divisions Are Formed; To Elect Sidecar Officers

PROVIDENCE, R. I., March 26.—A rift has come in the ranks of the Providence M. C., but happily it is a wholly friendly division. It was conceived by Secretary John Edwards, who felt that a good many of the sidecar enthusiasts were unable to keep pace with the solo mounted men on the Sunday runs, and therefore suggested a division of the club into solo and sidecar riders.

The division was permanently effected at a meeting held last week. The sidecar body will elect officers at a meeting which has been called for April 3.

READING M. C. PLANS

Economy Contest for April 8; Endurance Run Coming Later; Races Also

READING, Pa., March 27.—Earl Meyer, press representative of the Reading M. C., announces that the club, which now has over 100 members, is planning for the most active season of its career.

On Sunday, April 8, the club will stage an economy contest. Each participant will be given a pint of gasoline for his mount, and attractive prizes will be awarded to the riders covering the greatest distance. Those in charge of the event are Wellington Shoop, Earl Meyer and Charles Sweigert.

A road contest, which will differ from the "clover leaf" or three-cornered endurance run held last year, will take place late in April. The pathfinders will map the route as soon as the roads are in condition. The course will be 220 miles.

Races are also being arranged for Decoration Day. They will be held on the old fairgrounds track. This track is not in the best of condition, however, and it is hoped that the club will be able to sign up for the splendid new track of the Reading Fair Association.

CROTONA STAGES IMPROMPTU RUN

Sun Tempts Members to Action and "Mud-Plug" Results; Lewin Wins on Henderson; Three Finishers

BRONX, N. Y., March 25.—There was just enough of a touch of Spring in the air this morning to tempt the members of the Crotona M. C. to competition, and as a result a mud-plug with an endurance flavor was staged impromptu, so to speak.

The officers, led by Wallace Stuart, dug out early and laid out a five and one-half mile course that was a heart-breaker if ever there was one. And just to top it off they established a 15-mile an hour schedule, which is some schedule considering that it was low-gear work most of the way.

Five times around the course was a formidable undertaking even for riders in midseason trim, and certainly a poser for those who lay off during the Winter months. As a matter of course the run was for sidecars only, for each man had to carry an observer to see to it that the course was not cut nor the sidewalks ridden instead of the mud stretches.

Irving Lewin was the only one of eight starters to do the 27½ miles without losing a point. Lewin piloted his Henderson through in great shape. E. C. McDonald, on a Harley-Davidson combination, managed to take second honors with a score of 998 points, and M. Steinfeldt, on an Excelsior, third, with 984 points. These three were the only finishers.

Ben Goldstein, on a Harley-Davidson combination, managed to last four rounds and then dropped out, while O. C. Berckhemmer, on an Indian with Cygnet rear car and C. Butch, on a Harley-Davidson, went twice around the course before they dropped. Messrs. Fiske and Lehman, both on Harley-Davidson combinations, dropped out on the first lap.

QUAKER CLUB ELECTS

Kolp Assumes the Presidency; Other Officers; Sports Program Planned

PHILADELPHIA, Pa., March 20.—At the annual meeting of the Motorcycle Club of Philadelphia, held last night, Howard Kolp was chosen to head that body for the coming year. George E. Earnest was elected vice-president, Julius S. Klein, treasurer, and Victor S. Keisel, secretary.

The officers of the line are: Captain, Fred Kennick; first lieutenant, Joseph Disgco; second lieutenant, Richard Shoen. Stacy Dear was chosen to handle the publicity work for the club.

On the club sports calendar there is a 70-mile sociability run slated for March 25, which is to be a non-stop affair, the idea being to obtain some information concerning non-stop runs by which the club will be guided in promoting a 100-mile event of that sport some time in the early spring. The club has also in prospect the promotion of its annual Easter run to Atlantic City, leaving the club house at 7 a. m. Members of there clugs are invited to join in.

ANOTHER CLUB

Motorcyclists of Lynchburg Va., Launch Piedmont M. C., with 20 Members

LYNCHBURG, Va., March 27.—Lynchburg motorcyclists have organized the Piedmont M. C., with the following officers: R. Elmer Fisher, president; Homer A. Hughes, vice-president; William T. Lester, recording secretary; J. A. Hillsman, financial secretary; C. M. Ferguson, road captain; S. P. Bralley, first lieutenant; E. C. Fleming, second lieutenant, and W. D. Wright, third lieutenant.

The Piedmont M. C. will be affiliated with the F. A. M., and its meetings will be held on Monday evenings at 8 o'clock at the local Y. M. C. A. headquarters. The club begins its career with about 20 members.

BIER TYPIFIES THE REAL MOTORCYCLE SPORTSMAN

HERE'S a photo image of a real red-blooded motorcycle sportsman. Riders down Wheelingway don't have to ask who he is—he is known in motorcycle circles from one end of West Virginia to the other as an indefatigable worker for the good of the sport; for the betterment of the rider and for a good fellow in every sense of the word. Readers, permit us to introduce Mr. J. Landon Bier, president of the Wheeling M. C.

Bier has been prominently identified with every motorcycle movement that has been made in and around Wheeling for years past.

SEATTLE CLUB INAUGURATES RIDING SEASON

VERNON & SON
Henderson
MOTORCYCLES
CYCLE REPAIRING

Members of the Seattle M. C., of Washington, Getting Ready to Start on the First Club Run of the Season, Which Was Held on March 11

SEATTLE, Wash., March 26.—The Seattle M. C. opened the social run season to day by holding one of the largest runs it has ever had in the past, at least one hundred machines being in the line up at the start.

The riders met on Motorcycle Row at noon and occupied pretty nearly all of Pike street in getting under way.

The route chosen was along the Bothell road which borders Lake Washington to Bothell, some 16 miles of brick road. From Bothell to Everett the riders had their first sample of the new concrete roads constructed by Snohomish County last summer and fall.

At Everett a short stop was made to oil and gas up and say hello to Gooch and Byron, the Indian dealers at Everett. From Everett the riders took the concrete road to Silvana.

Several miles from Silvana the riders stopped as the concrete road ended and they had no wish to cover themselves and machines with mud on a pleasure run.

The time required to cover the 54 miles was about three hours. Most of the machines made it back to Seattle in two hours.

SNOW HALTED RUN

Moundsville M. C. Ran Into Blizzard and Failed to Complete Trip

MOUNDSVILLE, W. Va., March 27.—The riders who participated in the club run of the Moundsville M. C. on Sunday, March 18, went through a snow-plugging contest. Arch Stultz acted as captain, with Foster Noble and Cy Simms as first and second lieutenants. These officers and seven other riders started for Zanesville, O., according to schedule, but after crossing into Ohio they ran into several snow flurries.

They made fair time, however, until they reached Fairview, where they encountered a young blizzard. After bucking the snow a while without very satisfactory results they put up at a tavern. After warming up and enjoying dinner the boys tackled the snow once more and reached home without any great difficulty. The club announces it will hold the run, as originally planned, to Zanesville, O., at an early date.

FRONTENAC CLUB ELECTS

Lieutenant Bews Heads New Canadian Body; Military Flavor

KINGSTON, Ont., March 26.—Lieutenant J. Bews has been elected to head the Frontenac M. C., which was recently organized here. The other officers are: Vice-president, C. H. Powell, Jr.,; secretary-treasurer, Sergt. T. G. Brown; second lieutenant, Sergt. H. Hough, directors at large, C. E. Marrison and A. Rawson. The offices of captain and first lieutenant are still to be filled.

These appointments will be made on the military plan. As a matter of fact the club has a distinct military flavor. The junior officers will be promoted if found efficient to the higher places. Eight new members were elected to membership.

AN AUTOMOBILIST COMES BACK

PATERSON, N. J., March 27.—Wolf Kaufman, who resigned as president of the Paterson M. C. last Summer after joining the ranks of the automobilists, has repented and come back. Kaufman has just bought an Indian with sidecar from John Steele, and rejoined the club.

DAYTON M. C. ELECTS OFFICERS

DAYTON, O., March 26.—The Dayton M. C. has rented rooms over the Victoria theater for its headquarters. The club met a few days ago and elected the following officers: L. J. Smith, president; O. Johnson, vice-president; W. Ginevon, secretary; O. E. Evans, treasurer; Melvin Mumma, captain, and Louis Fluke, O. E. Evans, John Phillips, Harry A. Gross, Billy Teubner and Fred Schultz are the directors.

About Dealers

Just a Glimpse of an Attractive Motorcycle, Bicycle and Sporting Goods Store. It Is the Harley-Davidson Agency of Heagy Brothers, at Harrisburg, Pa., and Is a Winner in Every Way

DEALER SHARING PROFITS

Western Supplies Co. of Denver Inaugurates Novel Plan

DENVER, Colo., March 24.—The Western Supplies Company, of this city, has decided that Henry Ford is not the only one that can successfully make use of the profit-sharing system. Acting with that idea in mind, such a system has just been put into working order at the store and shop of the Western Supplies Company.

The employe that remains with the company one year receives $10 above his salary at certain intervals, while that sum is gradually increased the longer he stays in the employ of the company. In the first payment under the profit-sharing plan which was made this week five men received the extra $10, while five other employes received $25.

TO REVISE HEADLIGHT ORDINANCE

LOUISVILLE, Ky. — The Louisville Board of Public Safety and the Louisville Automobile Club will shortly hold a meeting in an effort to straighten out the headlight law, and frame a new ordinance which will do away with the glaring headlight. The present ordinance is worthless as it does not clearly define glaring headlights, and there is no provision or penalty in connection with its enforcement.

NEFF PLANS SUMMER PICNIC

PITTSBURGH, Pa., March 19.—Harry L. Neff, Thor and Excelsior dealer, is planning for a real motorcycle picnic this spring. He extends an invitation to all motorcyclists of Pittsburgh, regardless of what machines they ride, to attend his little affair. Lew Frost, who has made quite a name for himself in local circles as a speed artist, has joined Neff's force as repairman.

RECEIVES SHIPMENTS OF READINGS

DENVER, Colo., March 24.—L. J. Parker, Colorado Springs agent for the Reading Standard motorcycle, received a large shipment of those machines this week from the Western Supplies people of this city.

HAYNTIN ON BOOSTING TRIP

DENVER, Colo., March 24.—Max Hayntin, of the Western Supplies Company, 1448-52 Larimer Street, this city, is at this time on a tour of the State. He is visiting his agencies and getting them started in a Spring-selling campaign of the Thor and Reading Standard motorcycles.

SHOWING COLORS IN DENVER

DENVER, Colo., March 24.—A large number of Denver motorcycle riders are showing that they are true American citizens and loyal to their country these days. It is not an uncommon sight to see a rider go spinning by with the stars and stripes fastened to the handle bars of his machine.

ATTRACTIVE BICYCLE CATALOG

NEW YORK, March 27.—An unusually complete new bicycle catalog is now ready for distribution by Baker, Murray & Imbrie, Inc., distributors in the metropolitan district for Indian and Pierce bicycles. Dealers may obtain copies of the new catalog by addressing the firm at 10-15-17 Warren street, New York City.

MOSER SETTING NEW RECORD

GREENSBORO, N. C., March 27.— W. S. Moser, Reading Standard representative for Greensboro and surrounding territory, has just received another large shipment of motorcycles. Moser has already disposed of more machines for 1917 than he sold during the entire year of 1916. He states that the electrically-equipped model is his leader.

FREDRICKS TO STAGE RACES

WHEELING, W. Va., March 27.—H. G. Fredricks, local Pope dealer, has a number of the new Pope models on display, and reports that he has disposed of all his used machines. In addition to boosting his motorcycle line energetically, Mr. Fredricks devotes considerable attention to bicycles and is planning to put on a bike race during Bicycle Week.

SYKES SELLS A CARLOAD

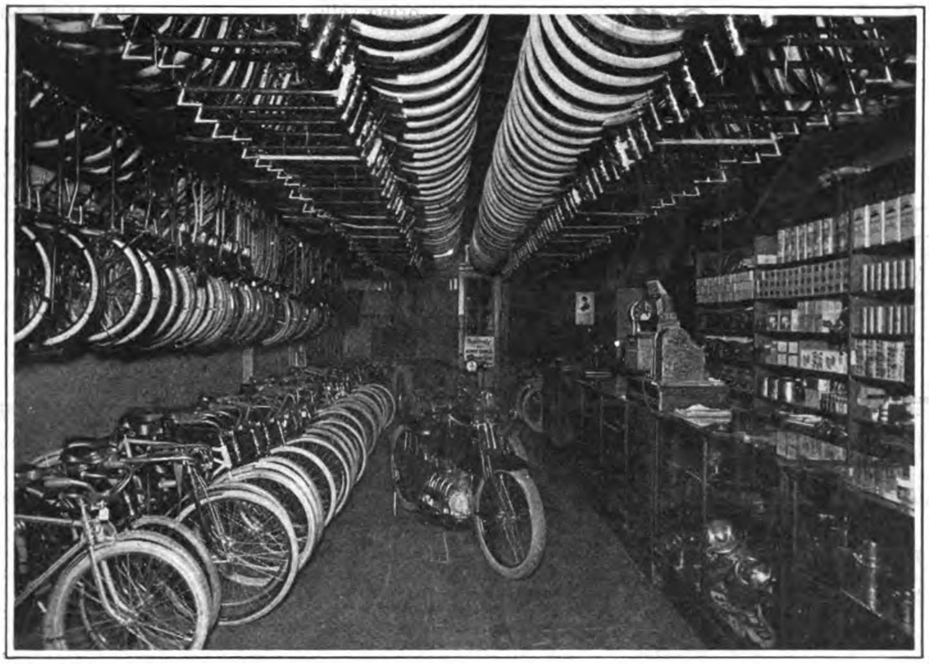
COLUMBUS, O., March 27.—A carload of new model motorcycles has already been disposed of by the Sykes Motor Co., central Ohio distributor for Hendee products, and another carload is on the way.

HERE'S A "CLYMER" ON THE LADDER OF SUCCESS

CHICAGO,
MILWAUKEE
A CAR LOAD OF
EXCELSIOR
AUTOCYCLES
MEAD AUTOCYCLE CO.

Showing Members of the Sales Staff of Floyd Clymer, Excelsior and Harley-Davidson Agent at Greeley, Colo., Unloading a Carload of Excelsior Motorcycles

NEATNESS PREDOMINATES WITH SPACE AT A PREMIUM



Showing the Novel Plan Adopted by Charles A. Merkel, Henderson and Excelsior Dealer in Rochester, N. Y., for Storing His Large Stock of Bicycles and Accessories Without Impairing the Appearance of His Premises

TALE OF ADVENTURESOME RIDE

LOS ANGELES, Cal.—A new triumph in motorcycle endurance riding was won this Winter by E. F. Nelligan, the Riverside Indian dealer, Bob Ford, son of Mayor Ford of Riverside and Ed. Mitchell. These riders have won the distinction of fighting their way through the snow in the mountain grades to Big Bear Valley in the middle of Winter. Dozens of Southern California riders have attempted this and been blocked by the drifts which are extremely heavy around the 3,000 and 4,000-ft. altitudes.

COAST GETS MORE CLEVELANDS

SAN FRANCISCO, Cal.—Another carload of Clevelands was received March 17, the machines selling well. The retail establishment in Market Street is doing a good business and because of its excellent display advantages is attracting a large number of prospects to the store.

SELLING BASEBALL TICKETS

NEW YORK, March 27.—Keeping abreast of the times is characteristic of the organization of Baker, Murray & Imbrie, Inc., Indian distributors and sporting goods handlers, and the latest proof of this is found in the announcement that the company has arranged to sell tickets for the Brooklyn Baseball Club. Box seats and reserve seat tickets will be on sale for all games at the Warren street store.

LIMA DEALERS ORGANIZE

LIMA, O.—Motorcycle and bicycle dealers of this city held a smoker and meeting at the Barr Hotel and formed the Lima Cycle Dealers' Booster Association. An interesting address was given by T. R. Thomas, secretary of the Dealer Committee of the Motorcycle and Allied Trades Association.

The following officers were elected: Andrew Gladwell, president; L. N. Dickensheets, vice-president, and Howard Poage, secretary and treasurer. The organization will promote bicycle road races for boys, boys' and girls' clubs, demonstration days, parades, and the reformation of the Lima Motorcycle Club.

HARLEY-DAVIDSON IN KENTUCKY

LOUISVILLE, Ky. — The Harley-Davidson Motor Co. has made agency connections with dealers in several of the smaller cities of Kentucky during the past few weeks, announcement having been made of the following concerns which are handling the company's products this year: Lambert-Grisham Hdwe. Co., Henderson, Ky.; Hall & Melton, Hopkinsville; Williams & Phillips, Maysville; Kenton & Case, Mt. Olivet; Herman Feldman, Newport; Foreman Auto Co., Paducah; and Hugh C. Todd, Speedwell, Ky. The latter town is small, but is close to the big new oil fields of Kentucky, where motorcycles will be of great advantage to oil men in getting around among their many leases on oil land.

Old branches in Kentucky are at Ashland, Danville, Lawrenceburg, Lexington, Mayfield, Owensboro, Paducah, Versailles and Louisville. The latter branch, operated by Kline Brothers, is the oldest in the State, having been in operation over eight years. It supplies parts for the entire State, and Southern Indiana towns, including Bedford, Linton, Martinsville, Princeton, Richmond, Rushville, Salem, Shelbyville and Vincennes.

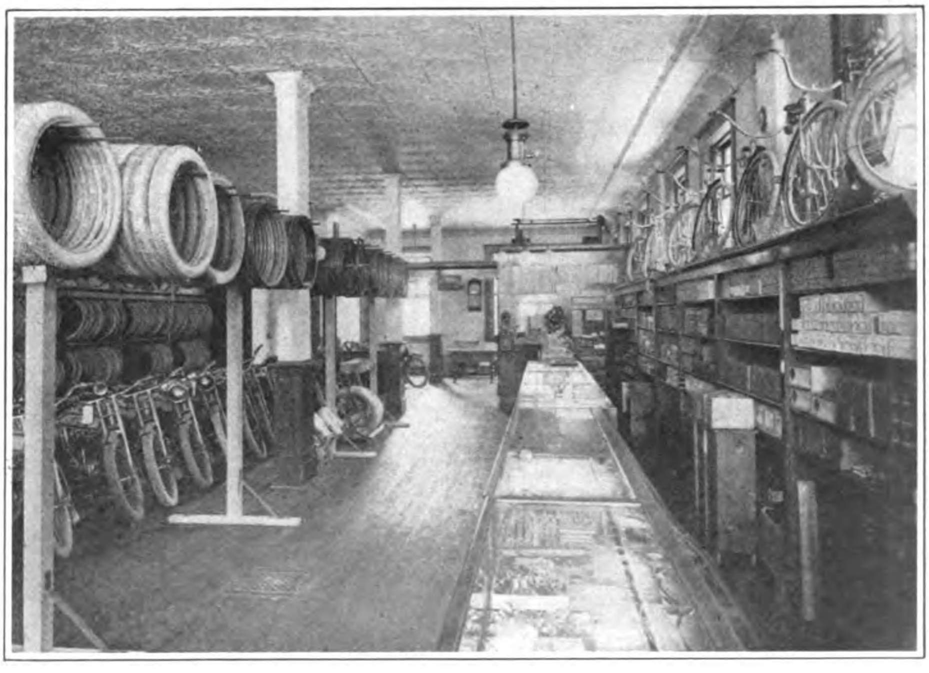
TO HAVE CYCLEMOTOR TRAVELER

NEW YORK, March 27.— By way of backing up their faith in the possibilities of the Cyclemotor, Baker, Murray & Imbrie, Inc., have arranged to send out a special Cyclemotor representative who will open agencies, give demonstrations, and in general call the attention of the dealers to the profit-making opportunities in this field.

HOUSE TAKES ON CYCLEMOTOR

WHEELING, W. Va., March 27.—By way of putting his establishment in trim for Bicycle Week, Wesley House, agent for the Indian in this city, is remodeling his store and making arrangements to handle a complete line of repair parts and supplies. Mr. House has just added the Cyclemotor to his line.

CLEAN UP WEEK NOT NEEDED HERE



The Store of the Anderson Cycle Works, Harley-Davidson Agents in Erie, Pa., Where There's a Place for Everything and Everything Is Kept Strictly in Its Place

BANG!! GOE

THE "IMPOSSIB
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THE HENDERSON AGAIN PR
PERFORMANCE THOUG
OF THE M

Parker's Hill at Bakersfield, California, has always been considered safe from the assaults of ambitious and daring motorcyclists. The hill is 1000 feet long. The incline is 70 per cent at its steepest and not less than 50 feet at any point.

On March 25 the Bakersfield Motorcycle Club selected this hill for its annual hill climb. It is the steepest hill ever selected. Imagine a hill so steep that the front wheels not only refused to make traction but reared up broncho-like in the soft, sandy, cattle-trailed surface. This actually occurred, several of the riders being thrown this way but none injured.

John Loomis on a Henderson Motorcycle won the stock event by the

HENDERSON M

1158 CASS AVE.

S THE RECORD!

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T BEYOND THE REALM

TORCYCLE

astonishing climb of 850 ft., 5 inches. This is the longest climb ever made in a stock event on a hill of this grade and was made possible only by the combination of the rider's remarkable pluck and the superior construction of the Henderson machine.

It is only what the motorcycle does in stock events that is of interest to the average rider, and furnishes a wonderful selling argument for dealers. Loomis and his electrifying feat demonstrate what we have been saying through the advertising pages of numerous publications for several years:—namely, that for the very best, all-year-round service, under any and all conditions, there is no motorcycle on the market quite so good as the Henderson. Write us today for our interesting literature.

TORCYCLE CO.

DETROIT, MICH.

Contestants Overwork Selves

Most of the Boys Who Submitted Answers to the Last Problem Indulged in Unnecessary and Troublesome Figuring in Arriving at the Results; Problem of Everyday Value

Newest Mathematical Puzzle Offers Ample Opportunity for Hard Brain Work

WELL, here we are right back on the job with that little old contest again. No! the Contest Editor is neither dead nor seriously ill; nor was the last problem too much for him.

It just happened that press of last minute news of supreme importance took every available page in the last couple of issues—yes, the C. E.'s salary goes on just the same. When not doping out contests and such like they slip him a batch of proofs to read. That's the worst part of it.

But now to solve that last problem submitted by Bruce J. Rathbun. With several of the tire companies offering 29-inch tires, the problem is a very practical one; so on behalf of the other contestants, we herewith extend thanks to Mr. Rathbun for giving us something to think about that is really constructive; something that we can apply in everyday riding.

Rathbun "Overfigured"

Can't help but notice that in solving these problems a good many of you boys go to a great deal of work; Rathbun himself in doping out his solution did much more work than was actually necessary. There was no need to determine the circumference of the tire or the number of turns the wheel makes in a mile in either case and the fellows who did that went to a lot of trouble, and incidentally, exposed themselves to many more chances for making errors than were really necessary.

Let us see now. The speedometer readings are correct for a 28-inch tire and we hop the rear wheel diameter up to 29 with a 29-inch shoe. It's a cinch that to register the same the rear wheel must make the same number of revolutions in each case; but if the larger wheel turns over at the same speed as the smaller it must travel faster in proportion, as its diameter is larger than the diameter of the smaller wheel. When the speedometer registers 30 with the larger wheel then the machine will actually be traveling

$$\frac{30 \times 29}{28} \text{ miles an hour.}$$

This figures out at 31.07 miles an hour. Simple, is it not?

And the second question is scarcely more difficult provided you keep your wits about you. It is stated that the rider covered 5,000 miles before adopting the oversize shoe.

Half of the distance registered by his speedometer at the 10,000-mile point is therefore unimpeachable.

Then he rides the other 5,000 miles with the large shoe so that the distance registered is actually only 28/29 of the total distance traveled on the larger shoe. Putting these facts in equation form we have:

$$\text{Distance traveled} = 5{,}000 + \frac{5{,}000 \times 29}{28}$$

which figures out at 10,178.57 miles.

Here's an interesting, yet simple, little problem submitted by Friend Pangburn of New Haven, Conn. See if you can work it out.

Ames can cover 60 miles per gallon when riding at the rate of 30 miles per hour. Hart can make 48 miles per gallon when going at 40 miles per hour. Ames is given just 8 quarts of gas, and Hart receives just 9 quarts, and then they start off together, riding a mile track, with Ames going 30 and Hart 40 miles per hour, and keep on riding at those speeds until one of them has used up all his gas.

The Questions

(1) Which runs out of gas first, and how many miles has he gone?

(2) How long do they run in hours and minutes?

(3) How many times does the faster rider (Hart) lap the slower (Ames) before they stop?

(4) Where is each rider on the track when they stop?

FULL SCORES IN CONTEST BROUGHT UP TO DATE

"A. D."	4
Anderson, Emil W.	1
Anderson, John	1
Archibald, Glenn	3
Armstrong, F. W.	2
Baker, Colon	10
Bauchelle, Jr., Wm. M.	5
Blackington, Donald D.	6
Bryan, Henry J.	8
Campbell, T. E.	7
Card, Wm. A., Jr.	7
Cattell, McKeen	6
Charlton, Robert L.	6
Clare, W. H.	0
Coffield, R. E.	3
Coddington, L. H.	10
Cooper, Joseph	0
Counsell, M. N.	2
Croft, Willard C.	4
Darnell, R. C.	4
Dean, Allyn W.	9
Doherty, "Bill"	9
Eckhout, Bernard V.	4
Enson, Mrs. P. H.	6
Ernst, F. W.	6
Eyster, Geo. H.	6
Ferguson, C. L.	1
Fix, Ray	2
Frechette, Frederick L.	6
Gale, M. E.	4
Gieselman, E. R.	5
Gordon, Harold W.	1
Grinna, Alex	10
Grone, Edward	14
Hallgren, Fred	2
Harriman, A. W.	5
Harrison, Frank V.	1
Hayden, Junior	16
Hedler, Frank P.	4
Hetfield, Wesley R.	9
Holmes, O. L.	6
Holton, E. B.	6
Hoyer, Paul	8
Huntington, F.	4
Jaquith, Chas. V.	3
Johnson, G. M.	11
Latterman, "Tommee"	6
Lavallee, C. T.	4
Leggett, T. J.	8
Lemoge, S.	15
"Light Weight"	3
Lindich, J. P.	12
"Lone Subscriber"	1
Longley, Ralph E.	3
McLean, W. L.	12
McInnis, John	6
Mader, H. J.	6
Marschenke, E. E.	1
Martin, Charles	4
Mead, Howard	5
Meagher, J. G.	3
Meserve, Leon E.	3
Nudd, W. E.	10
Ohl, Ray F.	4
"One of the Boys"	2
Paine, Bunny	13
Pike, J. R.	0
Pugsley, J. E.	8
Purcell, J. H.	8
Raedel, Mrs. J. H.	4
Rathbun, Bruce J.	11
Reed, Howard	6
Richardson, Ray	2
Ridolf, J. F.	6
"Rosie"	4
Ryan Daniel	2
Salo, O. J.	2
Schaeffer, Carl	6
Schwerdlfeger, Elmer A.	8
"Scrubby"	3
Serdinides, S.	1
Sistare, Chas. G.	2
"Slippery Slim"	2
Sobba, Joe	1
Spillane, Ed. O.	1
Stocking, Ray	6
Story, William	14
Stump, Geo. A.	4
Thompson, M. B.	6
Towle, H. E.	14
Tracy, Willis E.	0
Trumbauer, C. A.	13
Voth, P. H.	7
Wansleben, T. O.	6
Watson, Ralph E.	4
Weber, Louis J.	6
Wehmann, F.	2
Wesner, Harry C.	16
Whitton, E. F.	5
Wimer, L. F.	6
Wittich, Fred W.	4
Wohlers, Elmer	5
Wood, J. Harry	6
Wyatt. H. D.	2
Yorke, Wm.	8

BICYCLE
SECTION

PROFESSIONAL CYCLISTS TO START ANEW

Racing Men Hold Meeting and Urge Changes Be Made for the Good of the Sport—'Frisco Record Repudiated and Lap-Gaining Stunt Declared Not Legitimate

NEWARK, N. J., Mar. 28.—In an effort to clear the cycle-racing situation, which was somewhat muddled after the recent San Francisco fiasco, with its exposé of broken rules, alleged fake talk and breaking of records, Frank Kramer, the American champion, called a meeting of the professional cyclists last Friday. The meeting was held near the Velodrome and some interesting gossip resulted from the gathering.

Kramer Sounds a Warning

In calling the meeting to order Champion Kramer dwelt on the fact that conditions in the bicycle game were in a rather chaotic condition, that through the petty bickerings of the riders and promoters the game was on a ragged edge with the confidence of the public being anywhere but with the riders. Kramer also urged the riders to get together for the good of the sport and ride according to the rules, something which has not been done in late years.

Kramer was chosen president of the American Racing Cyclists' Union, by which the riders' body is known, and Reggie McNamara, the Australian, was chosen vice-president. The duties of secretary were put into the hands of Alfred Goullet. No treasurer was picked because there were no funds for such an officer to take care of. One may be chosen later, however, should there be occasion for such an official.

San Francisco Race Grilled

With the officers chosen the next few matters concerned the running of the San Francisco six-day race, the investigating of the stories given the San Francisco papers in regards the Magin-Spencer lap-gaining feat, the alleged world's records that were being shattered so badly and divers other subjects concerning that disastrous Coast "grind."

Both Magin and Spencer insisted that they had made the gain of a lap fairly, but after investigating the circumstances the riders at the meeting agreed that they did not. The rules in regards a lap-gaining feat were gone over, and it was shown that Spencer and not Magin was officially in the race when Magin made his famous steal and gain of a lap. Spencer had come out to relieve Magin and the latter, seeing an angle to pull off a trick steal, pushed Spencer down onto the flat of the track saying for him to "pick me up on the next lap." Magin was out of the race, but despite that he was allowed to gain the lap and have it credited to him.

The question of the length of the track was then taken up. At the start the track was not measured, so it was not known just how big it was. The builders stated that it was a 12-lap affair and they must have let it go at that. The track may have been an even 12 laps to the mile, but when the riders rode on the flat, well inside of the pole line, they must have been traveling on a course that would measure many more laps to the mile. That may account for the wonderful mileage covered by the riders.

No Penalties for Quitters

The question of what was to be done with McNamara, Hill, Root and Corry for their part in the making of the San Francisco race a farce was next on the bill of fare. As it was proven that the lap of Magin and Spencer was not a fairly gained lap and the record was not according to Hoyle, the riders were of the opinion that they should be exonerated from all blame by the N. C. A., a new start made and in the future they would all obey the rules like all good cyclists should do, but don't, and the officers were appointed a committee to call upon the N. C. A.

It was also suggested at the meeting that the referee be in supreme command at each and every race meet, that the "Hands Off" sign be handed to the promoters, and that the N. C. A. be urged to secure some races at the State fairs at Trenton, N. J., Brockton, Mass., Syracuse, N. Y. and other cities. What the N. C. A. will do in the case of the above quartet of riders is, of course, problematical, but the meeting never made much of a hit with one of the powers that be in the local racing association. It is surely an interesting situation that has arisen, but maybe some good will come out of the meeting of last Friday. It is to be hoped so, at any rate.

50-50 PLAN AT NEWARK

"Accept or Track Will Be Closed" Is the Ultimatum of the Cyclists

NEWARK, N. J., March 27.—With war threatened the prospects of the local Velodrome being run for the season look very dubious. Frank Mihlon and Inglis M. Uppercu, the partners in the local Cycle Racing Association, which controls the Velodrome and are interested in the Revere Beach bicycle track, met last week along with their manager, John M. Chapman, to lay plans for the season.

Promoters Reluctant to Open

Neither Mihlon or Uppercu were in favor of opening the track in the face of the international crisis, which may bring this country into war, but Chapman urged them to at least make a start. The only way the local promoters will operate the track this year, if at all, will be on a percentage basis, they being willing to grant the riders, both professionals and amateurs, 50 per cent. of the gross gate receipts.

The ultimatum was given the cyclists to either accept or the locks would be placed upon the track for the season. A meeting of the riders was held here yesterday and the offer failed to meet with loud acclaim. However, a committee was appointed to call upon the local promoters late in the week to go over the situation. American Champion Frank Kramer, Alfred Goullet and Reggie McNamara make up the committee, and until they meet the cycling moguls the opening, which is scheduled for April 8, will be a matter of doubt, and if war comes there is hardly a possibility of the track opening at all.

BICYCLE WEEK IN TOLEDO

TOLEDO, O., March 26.—During National Bicycle Week, from April 28 to May 5, the Toledo Sporting Goods Co. plan to have many attractive features to draw attention to the bicycle. Match races on home trainers will be run on three afternoons and evenings; a Demonstration Day, when the Miami line of bicycles will be shown the visitors, while on the concluding day a musical entertainment will be given. Souvenirs will be presented to visitors and the store will be decorated with palms and the national colors.

NEAT RIDER CONTEST PLANNED

Directorate Evolves Scheme to Stage Nation-Wide Judging Contest for One Hour Daily During the Week April 28 to May 5

NEW YORK, March 27.—Without a doubt, the most interesting phase of "Bicycle Week," which is being promoted by bicycle dealers the country over under the guidance of the United Cycle Trade Directorate under the dates April 28 to May 5, developed at the regular meeting of the Directorate at its offices, 375 Broadway this afternoon.

This feature was the decision to stage a far-reaching neat rider campaign in every locality of importance with handsome prizes offered for the riders making the best impression. In outline the plan is as follows: A competent judge will be appointed who will travel incognito; he will be stationed at a prominent corner for one hour each day during "Bicycle Week" and will pass judgment on the appearance of the riders who pass that point.

The hour has been tentatively set at between 4:30 and 5:30, in the afternoon. Each night the judge will render a decision and the prize will be awarded to the winning rider at one or other of the dealers' stores; the rider will not be eligible for more than one prize. The contest is open to all riders of whatever sex or age.

The plans of the body for the national holiday week have been so far advanced that every bit of the boosting literature will be ready for distribution during the week, April 1 to 5, and dealers even in sections most remote from the Directorate office should have this material in ample time to boost the event to the fullest extent.

Those present at the meeting were: J. P. Fogarty, Westfield Mfg. Co.; H. S. Wise, Miami Cycle & Mfg. Co.; Louis Schwab, Stevens & Co.; Daniel F. Printz, Reading Saddle Mfg. Co. and Walter Rinck, secretary.

PREPARING FOR BICYCLE WEEK

Latest Number of Directorate Bulletin Shows How to Plan for Bicycle Week—Dealer's Efforts to Be Rewarded

NEW YORK, N. Y., March 28.—The latest issue of the "Million Bicycles" Bulletin, the official organ of the United Cycle Trade Directorate, is called the "Preparedness Number." It is illustrated on the front cover with a picture of a Belgian regiment going to the front, is profusely illustrated with other views besides those of a military nature, and is chock full of information on how to prepare for Bicycle Week, April 28 to May 5.

A tentative schedule for the big week as prepared by the Directorate is given for a guide to the dealers. Every live-wire event is explained from the slow to the fast race, coasting contest, demonstration day, ladies' day, parades, school boys events and boy scout movements. Copies of the bulletin can be had from the United Cycle Trade Directorate, 373 Broadway.

In order to stimulate interest among the dealers a contest for the best Bicycle Week celebration has been inaugurated by the Directorate. The contest is divided into two classes. Dealers capitalized at less than $10,000 form Class A, while dealers capitalized at or more than that figure form Class B. Every bicycle dealer has a chance to win a money prize during the week.

The dealer will have to submit clippings from the papers giving the accounts of his efforts, or send photographs of his window display, or both. All clippings must be in the office of the Directorate by May 25.

Prizes in the Class A contest follow: $50 for best newspaper advertisement; $25 for second and $10 for third. First, second and third prizes in the window display contest are at the same ratio. In the Class B contest the best newspaper advertisement will draw down $50, while the best window display calls for a like amount. Every dealer in America is eligible and the winners will be decided by a committee of expert advertising men.

ANOTHER CALIFORNIA ASSOCIATION

RIVERSIDE, Cal., Mar. 24.—Charles Fuller Gates, the bicycle missionary, called a meeting of the local bicycle dealers on Wednesday night, March 14, and organized the Riverside County Bicycle Association. The officers of the new association are: President, Ed L. Pequegnat, of the Riverside Cycle & Sporting Goods Co.; vice-president, J. G. Carrothers, of the Jones Cyclery; secretary, Charles Wheeler, of the Wheeler-McCune Cyclery; treasurer, B. F. Nellegen, Indian bicycle and motorcycle dealer. On Saturday, May 26, Bicycle Day will be fittingly celebrated, the parade committee being made up of the following: J. G. Carrothers, B. F. Nellegen and Harry W. Obrink, and the prize committee Charles Wheeler and C. F. Gates.

C. W. A. ANNUAL CHAMPIONSHIPS

WATERLOO, Ont.—The annual championships of the Canadian Wheelmen's Association will probably be resumed this year, as promoters have signified their readiness to stage the titular meet at the Waterloo quarter-mile track on Dominion Day, July 1. It was customary to stage the national races here on this date before the outbreak of hostilities, and racing will undoubtedly be resumed this season. The matter will be settled at the thirty-fifth annual meeting of the C. W. A. on April 7, which will be the last day of the Canadian Bicycle Show week.

THE C. R. C. A. CENTURY NEXT

NEW YORK, N. Y., March 26.—The first of the Century Road Club Association's open events, the annual spring century, the 28th by the way, will be held Sunday, April 8. The following committee will be in charge: Captain Mayer Cigal, L. A. Wetzel, Isadore Taub, George Steppelo and Charles Hansen. The course for the run will take the cyclists from Columbus Circle and Bedford Rest, Brooklyn, to Jamaica, Valley Stream, Freeport, Amityville, East Islip, back to Amityville, Bellmore, Hempstead to Jamaica and New York or Bedford Rest to make the necessary 100 miles.

INGLEHART A WINNER

BALTIMORE, Md., Mar. 26.—A five-mile point race was run by the Crescent Bicycle Club in connection with a hill climb at Lock Haven, Sunday, March 18. Walter Inglehart won the race and Leonard Murphy finished second. Samuel Kramer was the third man to cross the tape. The time was 14:22. Welby Sherman won the hill climb from Samuel Kramer, Fred Sanborn and Frank Eby in that order.

Y. M. C. A. BOYS FORM CLUB

CANTON, Ill., Mar. 26.—A boys' bicycle club was recently organized among the younger members of the local Y. M. C. A. Ten members signed the charter and new members are due to be taken in shortly. The president of the new club is Alton Hall, while Leon Silvernail takes care of the secretary's duties.

PEORIA, ILL., TO HOLD DERBY

PEORIA, Ill., March 26.—"Kid" Mitchell, a local cycling celebrity, has announced that he will stage a 10,000-meter bicycle derby on the morning of May 30, Decoration Day. Mitchell says that $25 in cash prizes will be offered, and the race will go through the streets of this city; merchandise prizes will also be offered.

FARGO AND NEMO WINNERS

HOBOKEN, N. J., Mar. 27.—John Fargo, of the Hudson County Wheelmen, won the half-mile open run by the club on the Boulevard Sunday. James Flanagan finished second and Charles Hansen third. In the five-mile handicap Arthur Nemo, riding from the 25-second mark, carried off first honors. Charles Hansen, 20 seconds finished second, and Richard Olsen, 20 seconds, third. The time in the five-mile event was 12:56.

U. S. I. TO START SEASON

NEW YORK, N. Y., Mar. 28.—An open pleasure trip to Stamford (Conn.) and return will be held by the Unione Sportiva Italiana, the local Italian club. The start will be made from Columbus Circle, 59th street and Eighth avenue at 8:30 a. m. Jerry Nunziata, the flat floor rider, will be in charge of the run, Tom Bello, the six-day cyclist, being Nunziata's assistant. All cyclists are welcome to participate.

MORE CYCLISTS ENLIST

LONDON, Ontario.—With the breaking up of winter, twenty young men of London, Ontario, have enlisted with the local squadron of the Divisional Cyclist Corps for service overseas with the Canadian army. The soldier-cyclists have resumed outdoor manoeuvres on a more extensive scale than ever and many rides are planned for the coming months.

Route List of The Speedsters

April 1, Washington, D. C.—Three races, match, 5-mile handicap and 20-mile handicap under auspices of Frank D. Hazleton.

April 8, New York City—Spring century of the Century Road Club Association, New York Div. Rain date, April 15.

April 10.—Brooklyn, N. Y.—Two bicycle races at Brooklyn-Queens Police A. A. games at 13th Regiment Armory.

April 13, Brooklyn, N. Y.—Three-mile N. C. A. indoor championship under auspices of Smart Set A. C., at the Thirteenth Regiment Armory.

April 14, New York City—Two-mile bicycle race at 71st Regiment Armory under auspices of St. Georges Club.

April 22, New York City—Ten-mile open handicap road race of the Unione Sportiva Italiana. Rain date, April 29.

April 28, Pomona, Cal.—16-mile bicycle race under auspices of California Bicycle Jobbers' Club.

April 29, San Francisco, Cal.—Annual 30-mile novice relay race, Golden Gate Park Stadium.

May 5, Santa Ana, Cal.—15-mile bicycle race under auspices of Orange County Bicycle Association.

May 6, Hoboken, N. J.—Ten-mile handicap road race under auspices of Century Road Club of America, N. J. Div. Rain date, May 13.

May 6, New York City—Spring century of the Century Road Club of America, New York Div. Rain date, May 13.

May 12, San Bernardino, Cal.—24-mile road race under auspices of the San Bernardino Bicycle Association.

May 20, New York City—Spring century of Century Road Club of America, N. Y. Div. Rain date, May 27.

May 30, Salt Lake City, Utah—Annual Lagoon road race under auspices of Salt Lake cycle dealers.

N. J. ROLLER TITLE HEATS

NEWARK, N. J., Mar. 25.—Eighteen prominent amateur racing cyclists participated in the preliminary heats of the amateur home trainer championship of New Jersey at the Bay View Wheelmen's clubhouse last night. The semi-finals and finals will be contested this Saturday night. The following riders won their heats: Ernest Pofahl, George Chapman, Allie Krushel, Gus Lang, William Beck, Fred Taylor, Amateur Champion John Staehle, Andrew Ciaciuch and William Weimer. A repechage heat in which the two fastest second men in the heats participated brought together David Lands and Harry Horan, the former winning.

NEW MANHATTAN CYCLE CLUB

NEW YORK, N. Y., Mar. 27.—At a recent meeting held at the bicycle store of William Marcowitz, 2603 Eighth avenue, 25 riders attended and organized the West Harlem Cycling Club. Marcowitz was appointed temporary president and treasurer. All other officers, who were elected permanently, are: Vice-president, I. Lazarus; secretary, Marc Block, and road captain, E. P. Treubig. Meetings will be held every second and fourth Thursday of the month, and club runs and tours will be staged every Sunday. Secretary Block, 25 W. 110th street, will supply all information in regards the new club.

ANOTHER ASSOCIATION

Cycle Missionary Charles Fuller Gates Organizes County Association

SAN BERNARDINO, Cal., March 24.—Bicycle dealers from Colton, Redlands and this city met here on the night of March 15 and formed the San Bernardino Valley Bicycle Association. Charles Fuller Gates, of Los Angeles, assisted the dealers in perfecting their organization. H. W. Gowland, of Gowland Bros., Redlands, was elected president; J. Z. Adamson, of Colton, vice-president, and A. E. Reitz, of this city, secretary. A vice-president for San Bernardino and a treasurer will be elected at the next meeting date for which has not yet been set.

This county's Bicycle Day will be celebrated on Saturday, May 12. A parade will be held in the morning and a 24-mile handicap bicycle road race is scheduled for the afternoon. Los Angeles jobbers tendered through Mr. Gates two $50 bicycles for first and time prizes, while the Fisk Rubber Co. donated a $10 pair of tires. All dealers in the county have promised to donate prizes, and local merchants have also promised their support.

NASSAU WHEELMEN ORGANIZE

WOODMERE, L. I., Mar. 27.—With a membership of 27 the Nassau County Wheelmen were organized here recently and meetings will be held the first and third Mondays of each month. The officers are: President, George Bowker; vice-president, George Gahlen; secretary, George Ward, and treasurer, Archie Ike. The club promoted a ten-mile race on Sunday, March 18, and Jack Van Winckler, a five-minute handicap man, won in 32:30. Archie Ike finished second and Harris Langdon third.

BALTIMORE CLUB'S BUSY SEASON

BALTIMORE, Md., Mar. 26.—A busy season is being planned by the Eclipse Bicycle Club, recently organized. Members are making arrangements to enter all races run in Baltimore, Philadelphia and Atlantic City. The officers are as follows: President, Harry Nechanyskin; vice-president and captain, Al Wenstein; sergeant-at-arms and color bearer, Joseph Layser; secretary, A. Goldan; treasurer, I. Zeskin; trainers, Samuel Nechanyskin and D. Pollock.

IN ACCESSORY TRADE

NEW YORK, March 26.—J. C. Farrell, well-known as an amateur racer and holder of the two-mile New York State simon pure championship, has located his headquarters at 1777 Broadway. He is senior partner in the firm of J. C. Farrell & Co., handling tires and accessories for motorcycles and automobiles, at that address.

SMALLEY OPENS IN HARRODSBURG

HARRODSBURG, Ky.—L. H. Smalley has opened a bicycle shop in this city and is carrying new and second-hand bicycles, and doing a general motorcycle and bicycle repair business.

On the Bell Lap

BY THE VET

California will have at least a dozen races during Bicycle Week.

Sports will surely suffer if war should come. A number of big sporting events have already been cancelled, and the Newark Velodrome may not be run.

Charles Fuller Gates is some organizer. Charles Fuller has started dealers' organizations in numerous California cities.

War may be just what General Sherman said it was, but the San Francisco six-day race must have been worse than that.

Bicycle Week is fast approaching. A wonderful opportunity is awaiting the dealer to boost the pastime. Get busy and do something.

If there is any doubt that Spring is here it can be dispelled by looking over the numerous new wheels being used by the youngsters.

D. J. McIntyre, of the Inter-Club Amateur Cycle Road-Racing League, of New York City, is some dancer. "Mac" certainly kept all the fair ones busy at the U. S. I. ball last Sunday night.

The Newark Velodrome may soon be called the 50-50 track. The management has asked the riders to ride on percentage at the above rate. How the game has fallen.

Verne Cooper, the San Jose (Cal.) amateur, is a good one. Cooper won a one-mile open and an Australian pursuit race on the Civic Auditorium track, San Francisco, at a race meet run after the six-day fiasco was put in camphor.

Unless all plans go wrong the Newark track will open on Sunday, April 8. It will if the riders accept the 50 per cent of the gate proposition, war is not declared and sundry other reasons. Kramer, the champion, said something when he said the game was on a ragged edge.

Alfred Goullet, the former Australian, who has been an American championship contender, now a citizen of the U. S. A., has a brother that will try his hand at the amateur races in this country this season. He answers to the name of Mortimer, and is said to have some class to him.

Chairman George Bieregel, of the Unione Sportiva Italiana, who is working like a beaver to make the Italian club's road race on April 22 a big success, has received word from W. P. Farrell, of J. W. Grady & Co., Worcester, that he will send down at least six Red Wing riders for the event to be run on Pelham Parkway, New York. The "Thousand Dollar" prize list will attract riders from all over this section of the country.

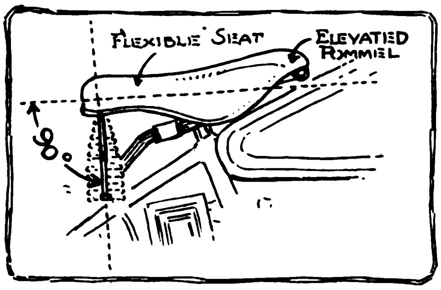
Tips on Saddle Comfort

Suggestions for Maintaining the Conditions Under Which Maximum Ease Can Be Obtained from Any Standard Model of Cycle Seat; the Factors of Position, Spring Action and Flexibility in Their Relative Importance

By JOHN O'BANNAN

WITH ample provisions aginst road shock in the form of spring frames, spring forks and seat posts on practically all motorcycles at the present time, it is rather a source of regret to the veteran rider to hear of motorcyclists who complain of discomfort after runs of considerable length.

The springing devices have been designed and proved in service, season after season, so that it is hardly likely that these are responsible for the complaints. In the writer's opinion, it is not up to the springs, but rather to the rider not getting the best out of his saddle; in not adapting it so to his needs that the maximum of comfort is obtained from it.



An Easy Riding Position

Causes of Discomfort

During the past season, a personal investigation was made into a number of cases where riders spoke of "saddle-stiffness," and in the majority of instances, the rider took the saddle just as it was fitted to the machine when he took delivery and did little more than alter its position from the horizontal. The seats of practically all the riders were board-hard, sò that a large proportion of saddle comfort was practically impossible.

In about 20 per cent. of the cases investigated, a slight movement of the saddle rods made a big difference in the ease in riding, while in about an equal number, the seats were too narrow. It is worth noting that where narrow seats were met with, a number of users had shifted from the saddles regularly supplied by the motorcycle manufacturers on the ground that the regular equipment seats were too broad.

Fault of Rider

It will be obvious from what has been said that the remedy for saddle stiffness lies in the hands of the rider. A careful adjustment of the position of the saddle, a broad and flexible seat and an ample spring action are three vital points in saddle comfort.

The first thing in regards to saddle position is not to have the saddle lean to one side or the other. A crooked saddle is one of the most prolific causes of discomfort, especially for long distance work. The nose should be raised, rather than depressed, as the elevation throws the weight of the rider more on the cantle or widest part of the seat, where it belongs. A saddle position with the pommel or nose raised is not only the most comfortable for ordinary road work, but also for endurance runs, either solo or with sidecar.

Keep Pommel Up

It is not meant by this that the pommel should be raised to an extreme height, but rather that it should be appreciably higher than the cantle of the saddle. A position of the saddle with the pommel slightly elevated can be easily found in which the rider will find not only his seat firm and comfortable, but one in which his feet rest nicely on the footboards, and this position should be the one adhered to.

In fitting the saddle to a spring seat post, the height and position should be such that the saddle does not strike the frame in traversing rough roads. The regulating devices on the seat post can be adjusted to bring this condition about, as they allow for the weight of the rider as well as for the height of the saddle.

On machines not fitted with spring seat posts the saddle should be in a position along the top of the frame which will enable the rider to rest his feet comfortably at about the center of the footboards, and yet will let him plant his feet firmly on the ground when the machine is stopped. These directions are for a man of ordinary height and length of leg. A short-legged man may need his saddle further back on the frame to get his feet firmly planted and at the same time can possibly place his feet only toward the rear of the footboards.

Sit In the Saddle

The ideal saddle is one which can be sat *in*, rather than on. This means a saddle with a broad cantle, and there are lots of them on the market. The use of a narrow saddle is not necessary in these days of efficient kick-starters, particularly where a sidecar is attached to the machine. The narrow saddle is a survival of the days when motorcycles had no clutches and pedalling was a necessity for all starting.

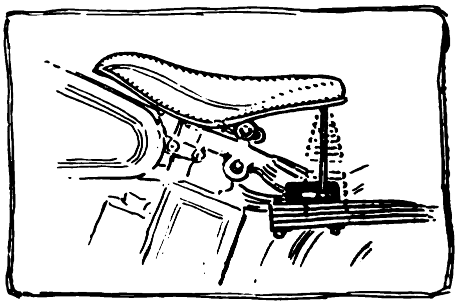
Most seats in new saddles are quite flexible, but owing to the neglect of the user they do not always remain so. It only takes a few exposures to the rain or a little riding in wet clothes to render the leather seat good and stiff. This can be overcome in a used saddle and prevented in one that gives evidence of getting hard by applying neatsfoot oil as follows:

With the saddle dry, pour neatsfoot oil on the seat and rub it well with the palm of the hand. Continue the rubbing, using plenty of oil until the seat will not take any more. The oil should be dry on the seat before the machine is again used. It will do no harm to put in two or three dressings of oil. The seat should be very flexible after the treatment.

Using a Sheepskin

Another means of making an old saddle more comfortable is to fit a sheepskin cover over it, with the wool side outwards. This has the advantage of shedding water, but unlike the oil-treated saddle, the wet will remain in the wool.

For the man of average weight, the standard saddle is generally correct as regards spring power. Greater throw or movement of the seat in the lower frame can be obtained by slacking the nuts on the lower portion of the spring bar, where coil springs are used. The movement of these nuts also regulates the spring tension to a limited degree, but enough to compensate for any but the heaviest and lightest rider.



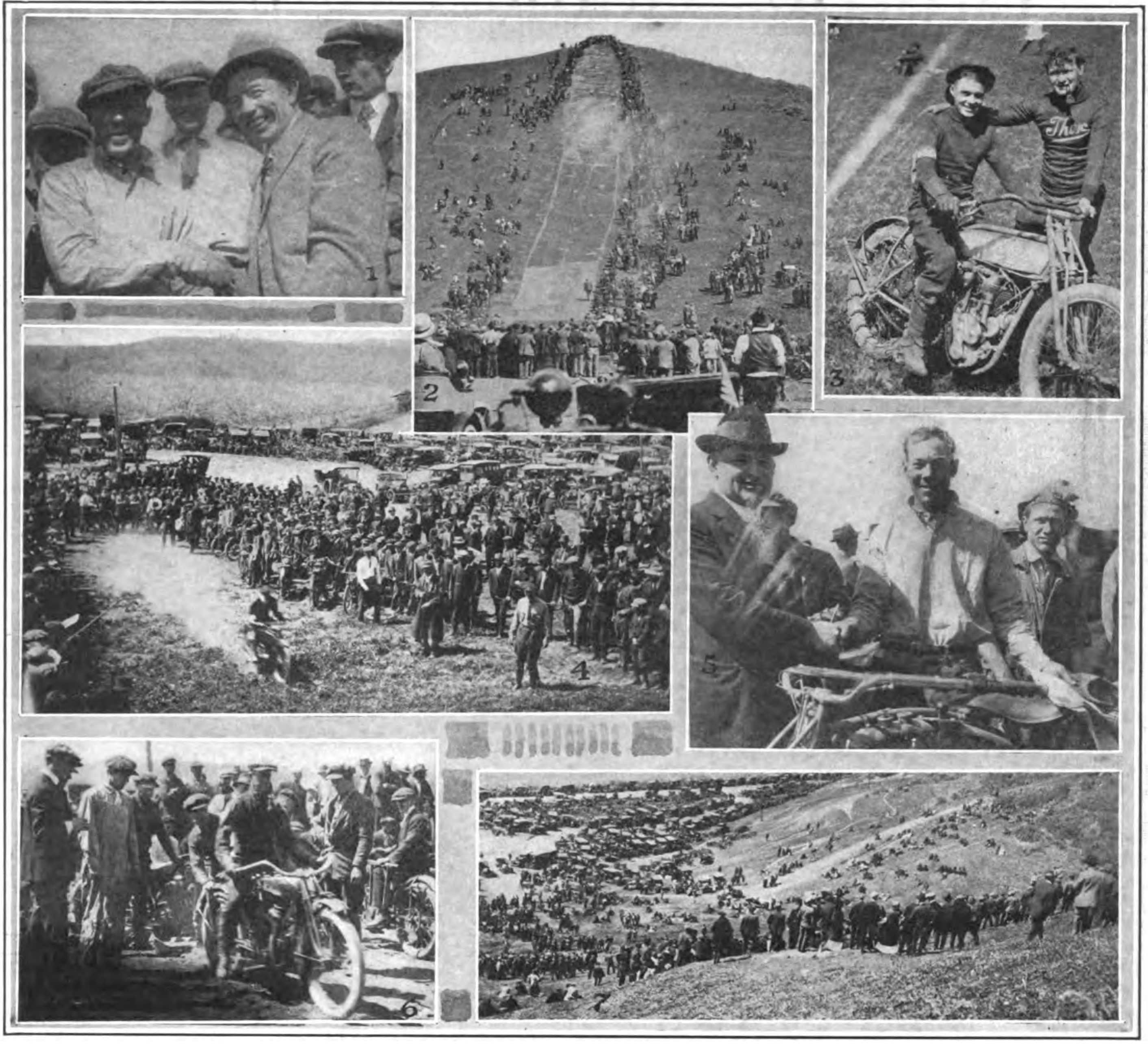
Position on Spring-Frame Indian

Most saddles have two powers of spring: one for the average weight of rider and the other for the light rider. If less than 130 pounds in weight, the motorcyclist should get the light springs fitted to his saddle. If extra heavy, the rider should communicate with the factory regarding stronger springs than are normally supplied.

It is best for both the rider and the saddle to have the spring bars or plungers move in a line perpendicular to the plane of the seat. The springs operate to the best advantage when this is the case and a heavy bump is then not likely to distort the plungers, as would be the case where the plungers are at an angle to the seat.

On the spring-frame Indian models with coil-spring saddles, the operation will be most comfortable with the lower ends of the bars close to the rear of the slotted saddle anchor plates. This will bring the saddle well back on the frame, with the nose very close to the top tube and at the same time, give an easy riding position for almost any size man.

THE PICTORIAL STORY OF THAT CAPISTRANO HILL-CLIMB



No. 1, Paul Derkum Congratulating Lambert, the Excelsior Rider, on His Victory; 2, The Course Itself—This Is the Most Remarkable Photo Ever Taken of a Hill-Climbing Scene; 3, T. E. Berry, Thor Distributor, and Sammy Hamilton, the Thor Rider; 4, A View of the Crowd at the Starting Point; 5, Fred Hoffer, Excelsior Distributor, Giving Lambert the Glad Hand; 6, George Rubsch Getting Under Way With His Powerplus; 7, A Panorama of the Crowd

LOS ANGELES, Cal.—Since C. Lambert made his spectacular climb of Capistrano Hill on an Excelsior three-speed the interest of the motorcyclists hereabouts in the ways and means of obtaining traction on the steep sandy grades has increased to a remarkable degree. Lambert demonstrated beyond cavil that the ability to reach the summit is simply a matter of obtaining traction.

As was pointed out in the last issue of **Motor Cycle Illustrated,** Lambert's rear wheel was shod with a steel band with traction plates on its periphery, the band being mounted over the partially deflated rear tire. This band not only gave the rear wheel a "toe hold," so to speak, but it also, being considerably wider than the tire and perfectly flat, prevented the wheel from sinking in the soft spots.

Lambert's machine was geared 16 to one on low, and it was low gear work all the way up on both of his official tries. The hill measured 50 per cent., or thereabouts, for the first 300 feet, after which there was a sharp rise, the maximum grade being 72 per cênt. It was this sharp knoll at the top which stumped the greater number of the riders. Immediately after their front wheels would strike the incline their rear ones began to dig their way into the soft stuff and the machines would come to a standstill.

Some of the spills which resulted when the machines could go no further and the riders lost their balance were most spectacular, but as fortune would have it no one was hurt. Officials stood at the 315-foot mark with life ropes which were shot out when it was realized that a rider could go no further. The ropes were attached to the machines, which prevented them from rolling and sliding back down the hill, hill, jeopardizing the spectators.

Only once did the rope guards miss their cue when they shot the rope too quickly to F. D. Richardson on his second try and knocked him off before he had actually finished his ascent. Richardson was given another try and managed to climb to the 325-foot mark. He rode an Indian, and took second place in the stock event.

The affair attracted fully 10,000 spectators, who lined the course from the very bottom of the incline on both sides right up to the top. Thanks to the policing afforded by the Orange County motorcycle dealers, who staged the climb, the course was well fenced in with a rope fencing, and kept perfectly clear at all times.

A Vital Story for Advertisers—Chapter I

In the lefthand column below is Chapter 1 of a straight-from-the-shoulder little business serial that will make clear the policy by which Motor Cycle Illustrated is enabled to give the advertiser better and broader access to his field, and more service per dollar expended, than it has ever been possible for an American cycle journal to give before.

Read Chapter 1 and watch for the two installments to follow. They will throw new light on a situation of the utmost importance to you.

This is the Rider

He earns the money that buys motorcycles, bicycles and accessories. His expenditures are in proportion to his enthusiasm. The more deeply he is interested the more certain will he be to continue as a rider,—and the more surely will he use his own enthusiasm *to bring recruits into the ranks.*

Every day this rider, if properly encouraged, *will turn the thoughts of a new buyer towards some dealer. Every article and advertisement that he sees in his favorite cycling journal will put him in a mood to mention that article and that advertisement in his talks to others.*

Therefore the magazine that reaches the rider, that holds his interest and stimulates it, *is a most vital medium for the advertiser,*—because it goes to the folks who are riding today, and through them to the ones who are going to be riding next week and next month.

MOTOR CYCLE ILLUSTRATED IS THAT MAGAZINE

It sends the rider and his friends and their friends to the dealer,—with the sales work half done. *It starts the sale.*

REEPS EXPORTS

Shipments of Backrests Go to Norway and Denmark; Bright Outlook

NEW YORK, March 27.—The Reeps Mfg. Co., 50 Church Street, has just shipped its second lot of Weed folding backrests to its Norway agent, and two more shipments of the backrests have gone to customers in Denmark, through the H. F. L. Funke Co., of New York.

The Reeps company states that its domestic business on the Weed backrest is more than 50 per cent. greater than it was last year, and that all the reports it has received from the motorcycle field indicate record business for 1917.

CHAMPION ACTIVITY

Shipping Spark Plugs in Carload Lots to Jobbers; Production 70,000 a Day

TOLEDO, O.—Evidence of the popularity of Champion spark plugs on the Pacific Coast, is shown in the fact that many jobbers in that section are now buying Champions in carload lots.

Chanslor & Lyon Company, big jobbers of San Francisco, recently purchased a carload of Champion spark plugs, receiving in exact numbers, 149,000 complete plugs and porcelains.

Champions are selling equally fast in other sections. A full carload of Champion plugs were shipped March 10 to Chicago jobbers, while but a short time before a carload was shipped to Boston for distribution to New England jobbers.

The Champion Spark Plug Company is now turning out 70,000 complete plugs a day, and has planned for a total production of 20,000,000 plugs for the year 1917.

HELPED CUBAN SALES

Revolt Introduced Military Motorcycle to the Government

SPRINFIELD, Mass.—Ivan G. Moorman, who a month or so ago left the employ of Baker, Murray & Imbrie, New York distributors for the Indian, to boom Indian sales for Antonio Sabido, dealer in Cienfuegos, Cuba, reached the island at the psychological moment for getting in some real good work in connection with the military motorcycle because of the insurrection which had just broken out.

On learning the state of affairs Moorman promptly got busy demonstrating for the benefit of the Cuban military authorities the abilities of the Indian when used by dispatch riders. He made his first demonstrating trip on a Light Twin and was promptly arrested "on suspicion," although he fails to state precisely what he was suspected of. In clearing himself of the suspicion, however, he became acquainted with several prominent military men who have since shown a deep interest in the demonstrations he is making with his Indians.

TO DISTRIBUTE SKF'S

Post & Lester Co. Will Handle Hartford-Made Bearings in New England

HARTFORD, Conn., March 26.—The Post & Lester Co., perhaps the biggest jobbers in New England, have taken over the distribution of S K F ball bearings for the New England district. With branch houses in Boston, Bridgeport, New Haven, New London, Providence, Springfield, Waterbury and Worcester, The Post & Lester Co. will be able to supply S K F radial and thrust bearings from stock.

PERKINS TAKES OFFICE

New Secretary and Manager of M. & A. T. A. Locates in New York

NEW YORK, March 26.—The Motorcycle and Allied Trades Association has established an office at Room 1407 Times Building, New York. The office, which will become a clearing house for motorcycle information of interest alike to manufacturer and dealer, is in charge of D. G. Perkins, secretary and manager.

The first task which Perkins has set aside for himself is the promotion of the National Gypsy Touring holidays, June 16-17. Perkins has taken over the active management of these tours from Lacy Crolius, chairman of the Educational committee of the M. and A. T. A., and will continue the work along the lines laid out by that committee. Dealers and riders interested in the project are urged to communicate directly with Perkins at the New York office for information and suggestions for staging the tours.

HALLIDAY GOES TO BOSTON

PROVIDENCE, R. I., March 26.—C. Fraser Halliday, manager of the General Motorcycle Sales Company, here, has resigned to accept a position with the Harley-Davidson agency in Boston. Halliday has been here about one year and made a host of friends in the motorcycle trade. Since his arrival he put over 60 machines on the road.

VARIETY IN THIS TOUR

(Continued from page 9)

100 miles brought us to Toronto, and we stopped there for the night. The next day was devoted to visiting points of interest, and the afternoon saw us on our way back to Niagara Falls.

On the way home we passed through Buffalo, Rochester and Syracuse to Amsterdam, finding all the roads in fine condition. At Amsterdam we branched off to Saratoga, and passing through this town, which is so pleasantly remembered by eastern motorcyclists, we reached Lake George. Lake George, with its placid surface and its 365 islands, with the mountains towering above it, is one of the beauty spots of the East and should be seen by every motorcyclist who finds himself in its vicinity.

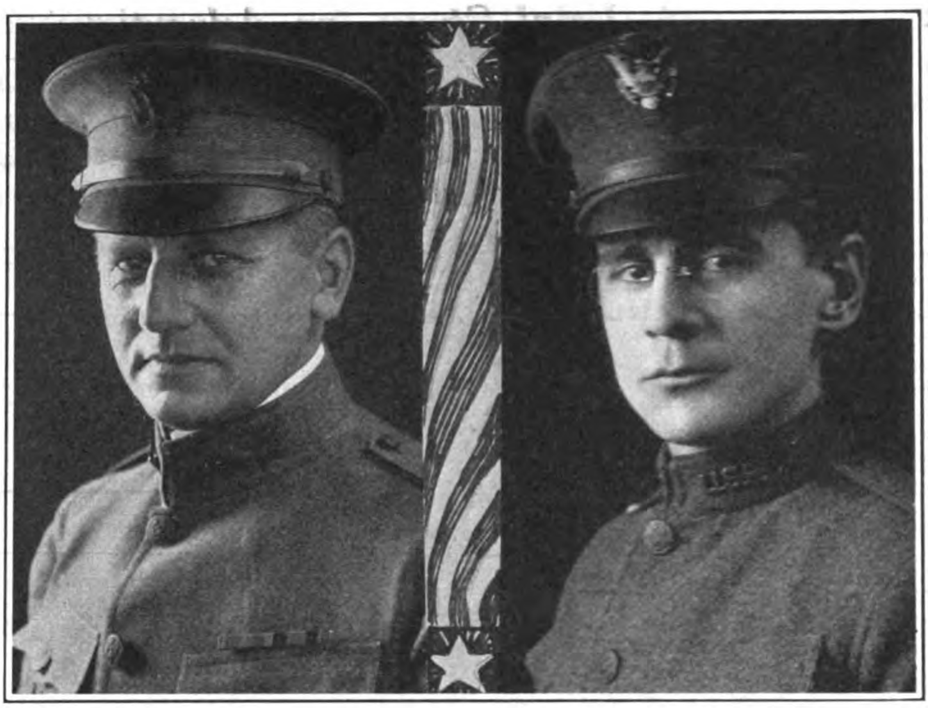
A Stop at Saratoga

On the way back we spent a day in Saratoga, the most wonderful spa in the world. Its natural springs have too wide a reputation to need comment here. We left Saratoga with reluctance, rolled along through pleasing country and finally arrived at Albany, where we made a sightseeing trip. Then we started on the last leg of our outing, the homeward run to New York. We made a night stopover at Poughkeepsie, and made a leisurely run the rest of the way back to the metropolis.

Arriving home, we agreed that the trip was the best one we had ever taken, and that it was a wonderful tribute to the pleasure-giving qualities of the motorcycle and sidecar. Our record showed that we had covered 1,512 miles in two weeks, without trouble of any kind, and that we had used 32 gallons of gasoline at a total cost of about $9. It is only fair to state that my Indian stood up wonderfully well, and its dependability was responsible, of course, for the success of the outing.

In conclusion, let me say that touring, preferably by motorcycle, is the best form of summer vacation imaginable. Every rider ought to do justice to himself and his machine by getting out and seeing some of the country away from his own stamping ground. He will be well repaid.

TWO WARRIORS FROM THE INDIAN WIGWAM



Captain John M. Taylor — Major Hal H. Noyes

In case the United States should become involved in war, the Hendee Manufacturing Co. will presumably be represented from the very outset by two members of its staff, in the persons of Major Halbert H. Noyes and Captain John M. Taylor, both of the Quartermaster Officers' Reserve Corps. Both officers were commissioned in 1916. Major Noyes is a member of the company's sales force, and has recently returned from Texas, where he has been representing the company for several months. Captain Taylor is connected with the publicity department.

PASSENGER ATTACHMENTS WANTED

NEW YORK, March 27.—Announcement is made by Meyer & Co., 133 Front street, New York City, that they are interested in purchasing for export a considerable number of passenger attachments for motorcycles. The firm will be interested in receiving details concerning tandems, sidecars and military passenger outfits to be shipped to neutral European countries.

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MOTORCYCLISTS INTERESTED IN BILLS

Four Pass Before New Jersey Legislature Adjourns Affecting Two-Wheelers; Spot Lights Tabooed; Reciprocity with Canada

TRENTON, N. J., March 19.—The 1917 session of the State Legislature is about ready for adjournment and there is no fear that any bills will be introduced that will seriously affect motorcyclists of the State, however four bills that passed both bodies and were signed by Governor Edge may be of interest to Jersey riders. They are as follows:

The "spot-light" that swivel-light attached to the handlebars on motorcycles, or the wind-shield of automobiles, has been tabooed as a driving light and its use restricted to "reading of intersecting high way signs or house numbers," as the law puts it. The law also prohibits any light that throws rays parallel with the ground at a height greater than four and one-half feet, and specifies that a standing motor vehicle shall display one white light to the front and a red light to the rear.

Another amendment to the motor vehicle law allows license tags for the coming year to be displayed on December 31, which gives 24 hours grace in the matter of new markers, instead of no time at all as was the case on former New Year's Eve. As the law stood formerly 1916 tags were unlawful at the final stroke of twelve December 31 and 1917 tags were the only ones lawful. That split-second stuff roused a storm of protest, hence the full day of grace allowed.

Reciprocity with Canada has been granted and residents of the Dominion are permitted 15 days of touring each year on their Canadian license. By a similar law Jerseymen are allowed to tour any of the Provinces of the Dominion a like period on their home State tags.

Another law requiring all horse drawn vehicles to display a white light to the front and a red light to the rear during the hours of darkness with a penalty of fine or imprisonment for violations was passed.

Then, too, New Jersey is planning the spending of over $15,000,000 on road building within the next five years and has established a State Highway Commission of eight members to take over 12 important trunk routes that cross the State or traverse it lengthwise.

Colonel Goethals, the army engineer who dug the Panama Canal, is spoken of as the likeliest candidate for State Engineer at the small sum of $25,000 per annum. The funds are to be raised by direct State tax and the Motor Vehicle Fund.

GOODYEAR DIRIGIBLES

AKRON, O.—The Goodyear Tire & Rubber Co., of Akron, has just been commissioned by the U. S. Navy Department to construct and demonstrate nine of the sixteen dirigibles which have been authorized for use in coast and harbor patrol. In addition, a number of kite balloons for military observation, spherical balloons for training purposes, and other dirigibles, together with airplane tires and other rubber accessories for aircraft are being made at the Goodyear factories.

A MOTORGRAPH SLIP-UP

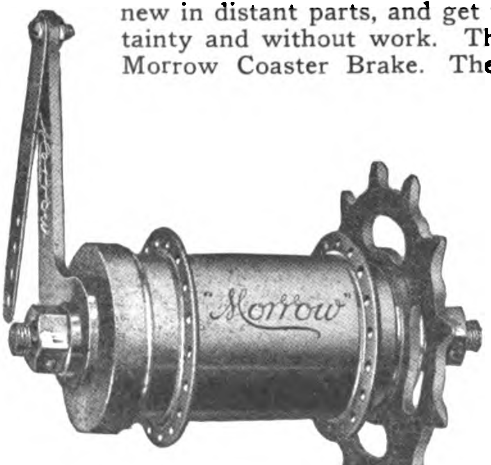
IT IS one thing to line up a lot of snappy pictures for the Weekly Motorgraph, and quite another matter sometimes to make the text matter keep pace with them and at the same time remain unfailingly accurate. This was demonstrated in last week's Motorgraph, when we inadvertently stated that Harry S. Bracken was the Harley-Davidson dealer in Yonkers, N. Y. As a matter of fact, Mr. Bracken is simply a consistent and enthusiastic Harley-Davidson rider, and the agency for Yonkers is held by the live-wire firm of Mitchell & Romaine, which has its headquarters at 316 New Main street.

SPRING OPENING IN LEXINGTON

LEXINGTON, Ky.—C. D. Calloway & Co., dealers in bicycles, motorcycles, etc., are featuring a spring opening of the two-wheeler departments of their big sporting goods store, and showing Columbia and Indian bicycles, Indian motorcycles, etc.

SELLS SEVEN MACHINES IN WEEK

YOUNGSTOWN, O., March 26.—Carl C. Kaiser, of the Mahoning Cycle Co., 512 Market street, Harley-Davidson dealers, reports the sale of seven machines during the past week.



Spring Fever

This well-known ailment affects 99½% of the populace of North America between the ages of three, and one hundred and three, some time shortly after March 22nd of each year. The symptoms are a strong desire to go out into the country—out into the open—to loaf beside the river and to lounge along the brook side—to bathe in the warm sunshine and to rest under shady apple trees—a desire to shun the shop, the office or the school house and to go wandering over hills, along winding lanes and through valleys green. The desire to go rolling through space with the soft breeze of the spring time in the face, to court pastures new in distant parts, and get there without danger or exertion, or, in other words, with certainty and without work. These are the symptoms, the cure is a bicycle equipped with a Morrow Coaster Brake. There you are, Mr. Cycle dealer—think of the world of good you can do for these poor sufferers (of course the profits you get are only secondary)—by calling their attention to the bicycle fitted with a Morrow Coaster Brake—by placing glistening bicycles in front of your store and in your windows—by showing them how smoothly and surely a Morrow works, you can do more than all the M. D.s in the world, and we help all our dealers to make prospects and to close sales. We have pennants, sales-letters, folders, price tags, cards and other items particularly for dealers. Write us for further information now.

ECLIPSE MACHINE COMPANY
Elmira, New York

The Market

THE man who makes battleships has a long wait between contracts; but the man who makes soap has a hundred million chances for sales.

You men in the motorcycle business want business, and the wider the market, the better you like it. You want sales, profits, real money, and a future.

The Cleveland Lightweight tapped a new market. It is the only machine that is equally suitable for men, women, boys and girls. It has bicycle quantities with far more than bicycle qualities. For business or pleasure, the field has hardly been scratched, and the Cleveland Lightweight is the only machine on the market that can do the trick.

Hustlers want the Cleveland Lightweight and the Cleveland Lightweight wants hustlers. Write now—territories are being allotted permanently. The longer you wait, the smaller your chance.

The Cleveland Motorcycle Mfg. Co.
Cleveland, Ohio

The Cleveland Lightweight

Canadian Letter

C. M. A. TO CONTROL MOTOR SPORTS

Failure of Canada Motorcyclists' Association to Meet Leads to Movement on Part of Bicycle Body for Control

MONTREAL, Que.—At the thirty-sixth annual convention of the Canadian Wheelmen's Association, to be held on Saturday, April 7, the officers and delegates will consider a proposition to assume control of the motorcycle sport in Canada. The Canada Motorcyclists' Association should have held its annual meeting in February, but the conclave did not materialize. The majority of the motorcycle association officers are also members of the Wheelmen's Association Board of Directors already and the absorption of the motorcycle sport interests would be an easy move, it is believed. Two or three officials of the C. W. A. are planning several combination bicycle and motorcycle events to be held early in the season and because of this and other close connections between the two sports, including the allied trade interests, it looks as if the two cycling bodies will be governed by one head before long.

Alderman Louis Rubenstein, of Montreal, president of the C. W. A. for many years, will have charge of the convention, which will be held at Toronto as usual.

NEED BIKE STORAGE

Toronto Cyclists Ask Officials to Provide a Public Bicycle Garage

TORONTO, Ont.—A sign of the bicycle times is that the civic officials of Toronto have been asked by local cyclists to provide a public bicycle garage in a convenient building in the downtown district. It was urged that there is no suitable place in the business part of the city for the storing of bicycles by day or night.

The city has been asked to place a returned soldier in charge of the bicycle garage, the establishment of which will tend to reduce the number of stolen bicycles. Men riding down to office or shop each day will find the bicycle garage very handy it is expected, and arrangements will be made for facilities for small repairs on the wheels by the man in charge of the bicycle station.

NEW HIGHWAY FOR ONTARIO

TORONTO, Ont.—Arrangements have been made by the Ontario Legislature for the building of 648 miles of new improved highways within the Province at an average cost of $6,000 per mile. The whole system will require $4,000,000 and will be completed in ten years. The main artery will be a boulevard across the Province from Windsor to Montreal.

CHAMPION BRANCH AT WINDSOR

WINDSOR, Ont. — The Champion Spark Plug Company, of Toledo, has established a Canadian factory branch at Windsor, Ont., to look after the increasing business in the Dominion. A Canadian company has been incorporated with a capitalization of $100,000, to be known as the Champion Spark Plug Company, Limited.

NEW FIRM IN MONTREAL

MONTREAL, Que. — The Standard Mfg. & Sales Company has been established at 16 Cuthbert Street, Montreal, to handle bicycle and motorcycle accessories. Arrangements have been made to handle a number of lines but more contracts will be made. Messrs. Ross and Mendelsohn are the members of this concern.

VANCOUVER C. T. A. ELECTS

VANCOUVER, B. C.—The Cycle Trades Association of Vancouver, B. C., has held its 1917 annual meeting and the following officers were elected: President, J. G. Pape; vice-president, A. M. Chapman; secretary, Fred Deeley, and treasurer, W. H. Morrison. The local dealers have made great plans for the coming Bicycle Week.

(More Canadian News on page 38)

Bicycles Built for Two—The Dealer and the Rider

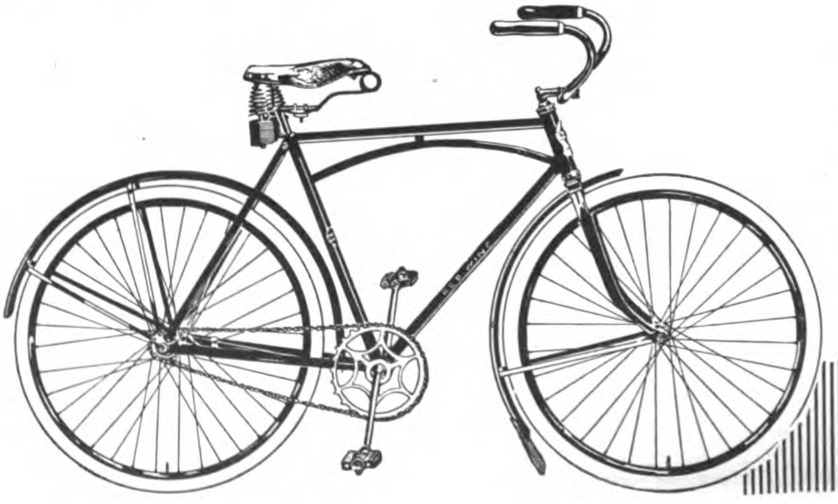
RED WING

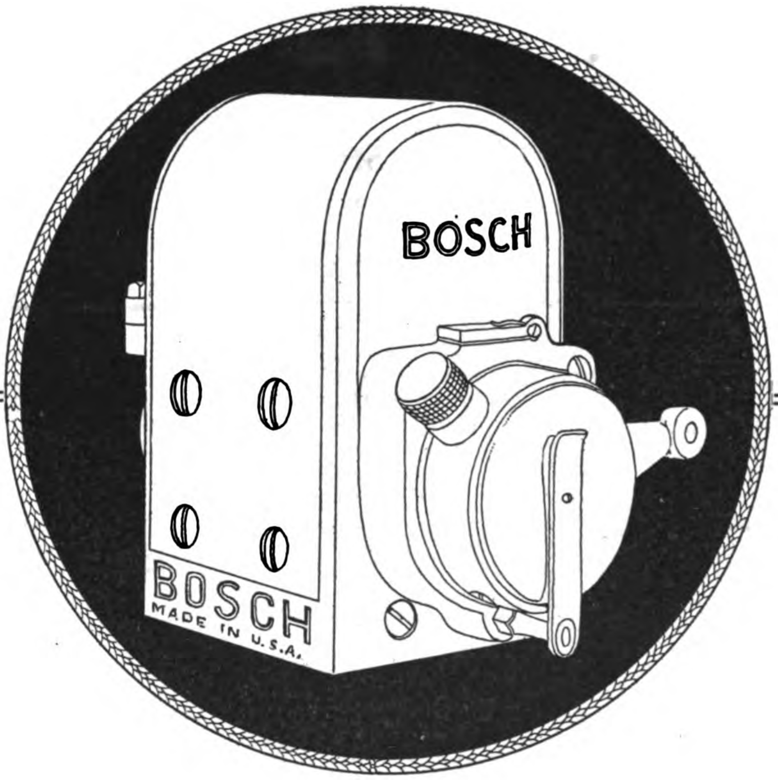
The Red Wing Line of Bicycles is founded on the idea that both the "party of the first part" and the "party of the second part" profit by their sale.

The rider profits by getting at a reasonable price, a bicycle that will prove in service every bit as good as it looks in stock.

The dealer profits by making a worth-while amount on the original sale and a good deal more in the future business that RED WINGS build up for him.

J. W. GRADY & CO.
WORCESTER, MASS.





CALCULATE THE ADVANTAGES

Your most important requirement in a motorcycle is absolute dependability of the electrical system.

Your engine is no better than its ignition.

You can avail yourself of definite advantages—Bosch Quality and Bosch Reliability, by insisting that the machine you buy or sell shall have the advantages of Bosch equipment.

BE SATISFIED SPECIFY BOSCH

Send for "The Best Races of 1915 and 1916"

Bosch Magneto Company

206 West 46th Street, New York

CHICAGO DETROIT SAN FRANCISCO
Service Stations in Every State

CARLOAD FOR McBRIDE

Big Shipment of Excelsiors Reaches Toronto After Three Days on the Road

TORONTO, Ont.—Percy A. McBride, Excelsior and Henderson distributor, opened the eyes of the motorcycle trade when he obtained a carload of Excelsiors from the Chicago factory in three days after they left the Windy City. McBride himself does not know how it happened, as he really did not expect delivery of the big shipment for three weeks—let alone three days. The whole carload quickly vanished, however, as every machine was soaked up by standing orders.

McBride has been receiving large express shipments of Hendersons from Detroit with frequent regularity, but he has not been able to arrange for a freight carload shipment because of railway restrictions from the City of the Straits.

McBride carries the largest stock of motorcycle spare parts in the whole Dominion without question or doubt. He recently made a spacious extension to his stock room and the new bins and drawers, as well as the old, are filled with hundreds of thousands of spare parts for Excelsior, Henderson and other makes of motorcycles. McBride also had a big stock of Firestone tires, but the pile is being reduced rapidly.

When new models were a little slow in coming because of railway constipation, McBride made a drive with used machines, with the result that his sales of second-hand mounts ran up into the hundreds in a short time. He reports a big turnover in his used machine department and he made a reasonable profit on every deal he put through.

The demand for bicycles at his two stores here came with a rush and practically on its own account. McBride declares that he will sell all the wheels he will be able to get this year, and more too.

KIPP'S BIG DAY

Entertains Hundreds of Toronto Motorcyclists at Indian Headquarters

TORONTO, Ont.—Toronto motorcycle and bicycle enthusiasts forgot all about St. Patrick's with the holding of Indian Day by the H. M. Kipp Company, 447 Yonge Street, on March 17. Riders by the hundreds swarmed into the local tepee for the season's opening and took Kipp, Sr., at his word when he told them that the house was wide open. The entire Indian line, from bicycles to the Powerplus three-speed electrically-equipped model and sidecar, was on display.

Mr. Kipp announced that twenty-six Indian war models and sidecars had been sold to the Royal Flying Corps, a branch of which has been established at Camp Borden, Ontario. Hitherto, the Royal Flying Corps had used one make of English motorcycles almost exclusively. He also told of the sale of four Indians to the freight department of the Canadian Pacific Railway, while other machines were sold for shipment to far-distant Canadian points—as far as Saskatchewan.

One feature of the occasion was that Kipp's staff of salesmen were clad in neat khaki riding togs. Souvenirs consisting of Ontario road maps and Indian stick pins were distributed as well as Hendee motorcycle and bicycle catalogues and Kipp's own big catalogue of parts and accessories, which is the ninth that he has issued since he has been in business.

Canadian factory representatives who were present during the day included General Manager Ed Buffum, Herb Kipp, Canadian traveling representative and E. J. Green. The store salesmen, who were very much on the job, were: Cliff Olmsted, Bert Webb, Lou Turofsky, C. W. Johnson, F. H. Lemon and C. E. Downer.

SELF IS PROMOTED

Former C. M. A. Official Has Been Earning Honors on Battlefield in France

OTTAWA, Ont.—The Canadian Militia Department reports that William G. Self, Toronto, former vice-president of the Canada Motorcyclists' Association and the Toronto Motorcycle Club, has been earning honors in the field. Self has been promoted from the rank of sergeant to sergeant-major in the Army Service Corps in France and his name has been mentioned in Imperial despatches, published by the London War Office, because of the manner in which his own particular corps had worked on important occasions.

His unit has been reported as the best managed and most efficient in the whole service department of the army, which means that his men work like beavers, or bees, or ants — whichever works the hardest.

(More News on page 40)

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking

Standard Pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes

More About It!

Last week we told you about the tremendous success of the most effective motorcycle advertising campaign ever offered any motorcycle dealer!

We told you of the thousands of inquiries received from interested Indian prospects!

Since then thousands of additional inquiries have been received.

And still they come!

But here's the "proof of the pudding"—the sales made to these interested Indian prospects—already from the four corners of this country we are receiving reports of many sales of Indian Motocycles made through this *most productive of all motorcycle advertising campaigns.*

These early sales returns show plainly that the direct mail campaign plus Indian quality and leadership mean *the* banner year for Indian dealers!

Mr. Indian Dealer—Remember the blue cards mean prospects. Now let's go to it with more vim, vigor and enthusiasm than ever before! Let's make this direct mail campaign a ripsnorting, howling success—for it's the biggest and most effective sales-producing campaign ever planned for boosting motorcycle sales!

HENDEE MANUFACTURING COMPANY
Springfield, Mass

Indian Direct Mail Campaign

1917 Little Giant Twin Emblem 1917

The Greatest Motorcycle Value in the World for the Money

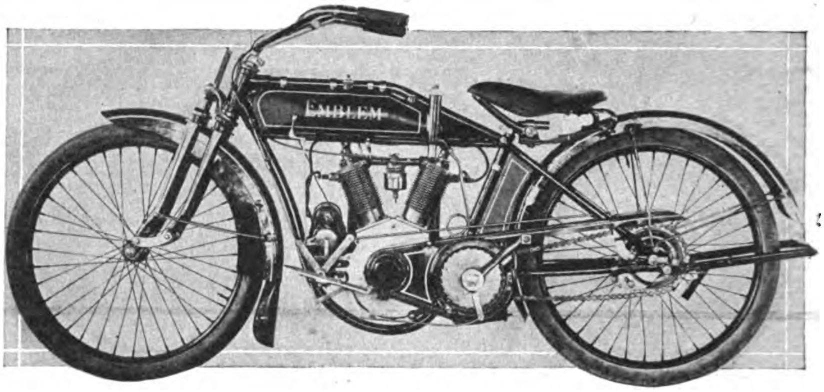
It has every quality desired in an ideal motorcycle—power—speed—endurance—grace. The one common-sense motorcycle on the market today

DEALERS JOIN US IN OUR PROSPERITY

GET OUR PROPOSITION

Catalogue Mailed on Request

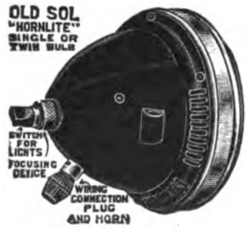
EMBLEM MFG. CO.
ANGOLA, N. Y.



5 h. p. Lightweight Little Giant Twin EMBLEM, Speed 45-50 Miles

Price, $175.00

"WORRY" ABSORBERS


OLD SOL "HORNLITE" SINGLE OR TWIN BULB
SWITCH FOR LIGHTS
FOCUSING DEVICE
WIRING CONNECTION PLUG AND HORN

There are all kinds of absorbers — shock, bump, jar, jolt and other absorbers on the market in plentiful numbers, but there is only one "Worry" Absorber for motorcyclists, and that is the Old Sol "Hornlite," the most reliable lighting, warning device that can be purchased. A motorcyclist armed with Old Sol "Hornlite" can with perfect safety ride strange roads on the darkest nights, or with a feeling of security approach the most dangerous corners in daylight. Old Sol "Hornlite" absorbs the worry that motorcyclists would feel with any of the ordinary devices. Old Sol "Hornlite, is the standard equipment on six leading makes of motorcycles. It is a real pleasure for your dealer to show you Old Sol "Hornlite" or for your name and address we will send you our literature.

HAWTHORNE MFG. CO., INC.
BRIDGEPORT, CONN.

DUCKWORTH

"The Chain of Events."

The "unclimbable" hill has at last been climbed. Capistrano Hill, California, an exceptionally steep, sandy, boulder strewn hill, 500 feet long. It has been the ambition of every motorcyclist to climb this hill. Many have tried, but for the first time in history, on March 18th, C. Lambert on an Excelsior machine earned the distinction of being the first human being to reach the top on a motorcycle, not once but TWICE. He was the only one to finish out of a large field of starters. Of course he was equipped with

DUCKWORTH CHAINS

"The Chain of Events."

Duckworth Chain & Mfg. Co.
Springfield, Mass.

I am the Messenger Boy—

"Gee, I pity the kid who has to run his legs off all day long delivering messages. He's always accused of going to sleep up some alley—a dog's life, I call it, for such a lad.

"But when a fellow has a bike to help him out, it is different—messages delivered hot from the wire are good for generous tips—besides, I can do lots more errands, and it's fun, too.

"I have it on the trolleys and automobiles, for heavy traffic tangles them all up, while I go sailing right along, safer than anybody else on the street, for my New Departure Coaster Brake gives me better control of my speed than any automobile or trolley has.

"And, better still, after a big day I am home with plenty of coin—not a bit tired, and ready for the movies. The New Departure has taken all the hard work out of my riding.

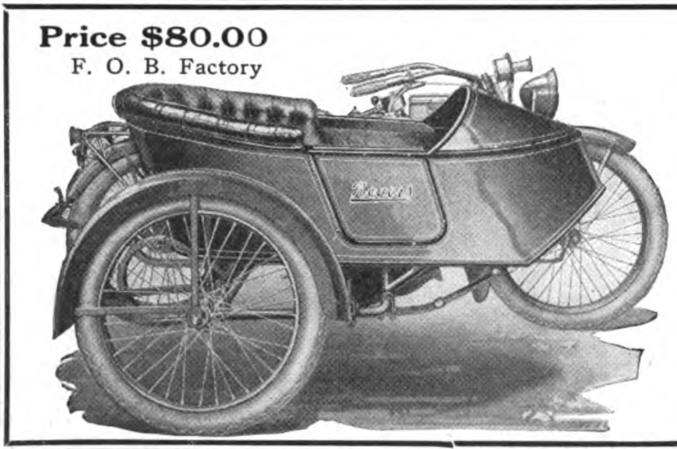
"I pity the lad who hasn't a New Departure in his bicycle almost as much as the fellow who hasn't any bike at all."

NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back.

THE NEW DEPARTURE MFG. CO.
BRISTOL, CONNECTICUT

CONTRIBUTOR TO THE 1,000,000 MILLION BICYCLES CAMPAIGN



Price $80.00
F. O. B. Factory

The New Rogers Model M

Is now offered in both Tailor Made and Universal types.

The Tailor Made Models fit perfectly with no adjustments the 1917 and many earlier models of all standard motorcycles.

The Universal Type is the same except with such modifications in adjustment as have been necessary to make it adaptable to any rigid frame motorcycle of Standard design.

Both have the exclusively ROGERS features, Side by Side position, All Steel Body and Welded Steel Chassis, with Extension Axle, Continuous C Type Three Leaf Springs and other features all developed to the highest degree of mechanical perfection.

Write today for circular stating what make and model of machine you sell or use.

ROGERS MANUFACTURING CO. 337 West Madison St. **Chicago**
Irving Beck (Service Station), 68-72 E. 131st Street, N. Y.

Statement of the Ownership, Management, Circulation, etc., required by the Act of Congress of August 24, 1912,

of Motor Cycle Illustrated, published weekly at New York, N. Y., for Apr. 1, 1917.

State of New York }
County of New York } ss.

Before me, a Commissioner of Deeds in and for the State and county aforesaid, personally appeared Harry G. Jacobs, who, having been duly sworn according to law, deposes and says that he is the Manager of the Motor Cycle Illustrated and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
Publisher, Trade Journal Corporation, 13 Park Row, N. Y. City.
Editor, J. H. Donehue, 13 Park Row, N. Y. City.
Managing Editor, None.
Business Manager, Harry G. Jacobs, 13 Park Row, N. Y. City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.) Trade Journal Corporation, 13 Park Row, New York City; J. Leo Sauer, President, 400 Riverside Drive, New York; Harold N. Condict, Secretary, 79 Washington Street, East Orange, N. J.; W. D. Callender, 609 Rush Street, Chicago, Ill.

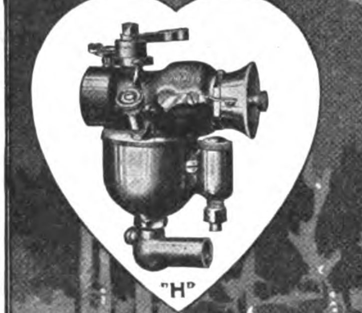
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) HARRY G. JACOBS,
Manager.

Sworn to and subscribed before me this 15th day of March, 1917.

[Seal.] WILLIAM A. KANE.
(My commission expires Feb. 20, 1919.)



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THE HEART OF THE MOTORCYCLE

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DAYTON
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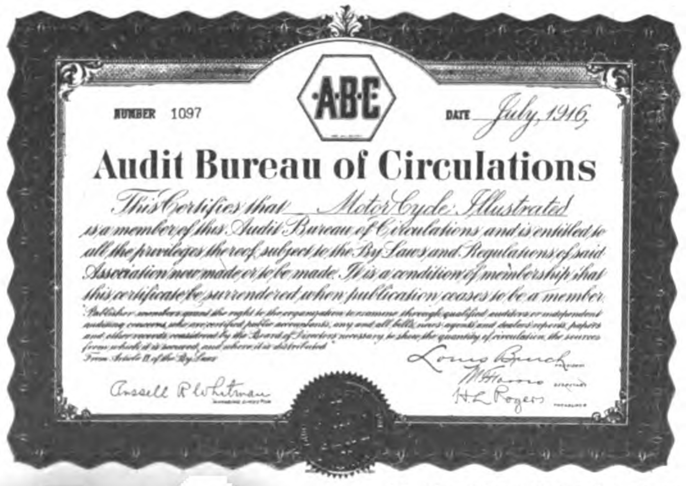

NUMBER 1097 DATE *July, 1916*

Audit Bureau of Circulations

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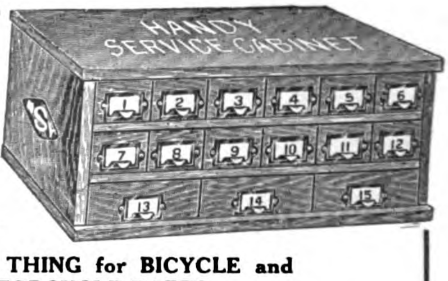
Russell R. Whitman



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JUST THE THING for BICYCLE and MOTORCYCLE PARTS

Contains 15 drawers that may be subdivided into 50 if you want them. Solid oak case, measures 20" x 12" x 12" deep.

DEALERS' PRICE **$5.00** **Order through your Jobber**

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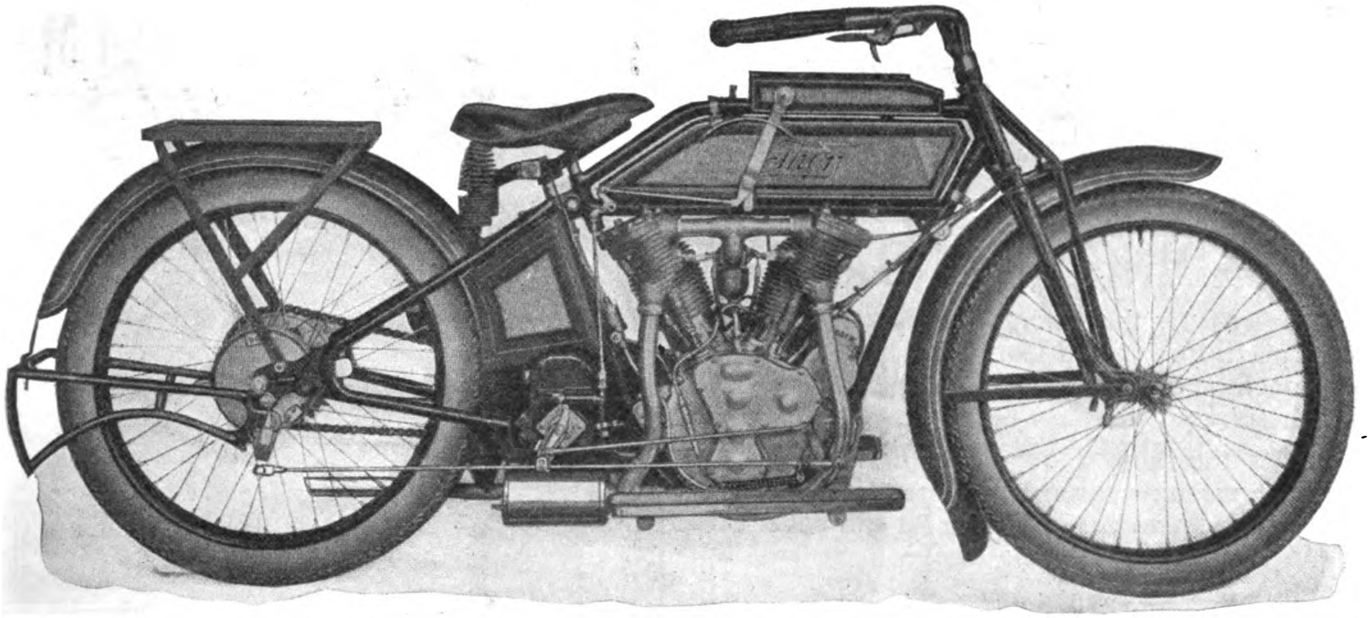
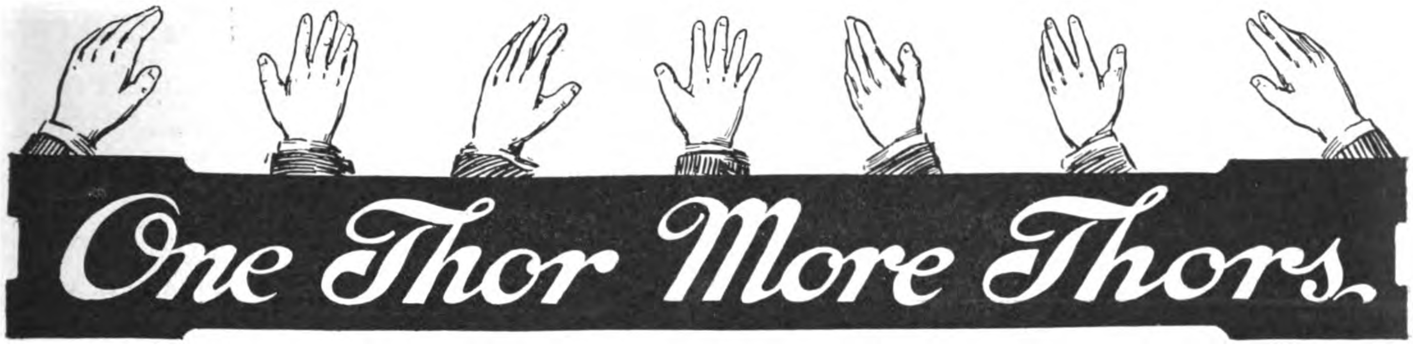
Mfg. High Grade Accessories





Wherever the Blue Giant is introduced, the riding populace catches "Thor fever." It is decidedly contagious.

The reasons are several. For one, the Thor motor is a mechanical achievement that has maintained year-in-advance features ever since its invention. Never has any other motor attained the tremendous power, the easy running and the long wear of the Thor.

Then too, the lowest saddle position; the roller stand and the superlatively excellent equipment have all aided to make "One Thor More Thors" a saying inspired by reality instead of a phrase coldly manufactured.

To every dealer who is dissatisfied with his present agency we earnestly recommend the reliable Thor. Our new sales plan enables every Thor agent to sell on time, and yet receive an immediate profit.

Get the Entire Proposition

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**
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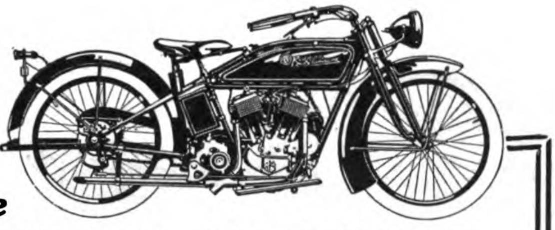


The

READING STANDARD

for 1917 is the embodiment in full of Speed, Power and Comfort. No other machine offered can surpass the R-S in these requisites.

It is the same dependable motorcycle that we have been offering for years, with refinements added to set the pace in modern motorcycle design.

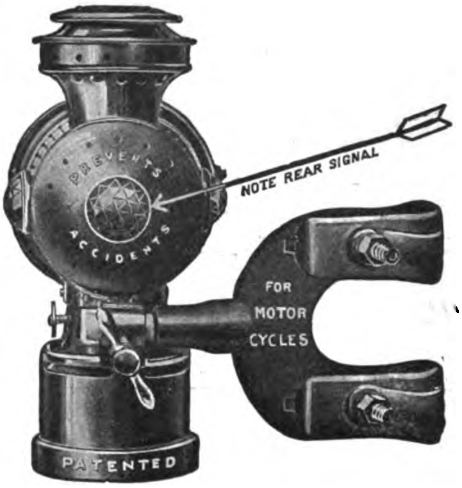
DEALERS: Let us submit our new and profitable proposition to you. Our new equipment enables us to supply in quantity and quality the demands for the coming season.

Write for Catalog

Reading Standard Company
501 Water Street Reading, Pa.

The Neverout
REG. U.S. PAT. OFF.

MOTORCYCLE OIL LAMP
(Patented)



Burns 10 hours on one filling with kerosene

Guaranteed to stay lit or money back

Made of best quality brass—cannot rust

Riveted and clinched

No matter what Motorcycle Lamp you have used, you will ultimately get a Neverout.

FOR SALE BY LEADING DEALERS

Write to us for complete description

ROSE MANUFACTURING COMPANY
933 ARCH STREET PHILADELPHIA, U. S. A.

SUPREME COMFORT
Perfected right into the

F-N TANDEM

Price $11.50 Each

Fentress-Newton Mfg. Co.
Detroit, Mich.

BENTON

There are lots of good plugs on the market—it would be foolish to deny it. But the Benton, for perfectly simple reasons which are explained in our booklet, is just a little better than the rest. You want the best plug—your common sense will tell you why the BENTON is the best after you read our booklet. Get it.

L. F. BENTON COMPANY
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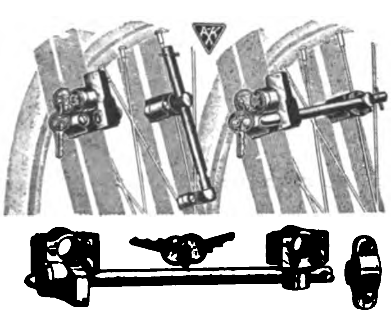
A-K Motorcycle Lock



It's a dandy—this lock! A big seller because it fills a big need and is really thief-proof. Locking-rod cannot be cut or filed. No duplicate keys.

The A-K Lock is exceedingly convenient. Always is attached, yet never in the way. All the rider needs to carry on his person is the key.

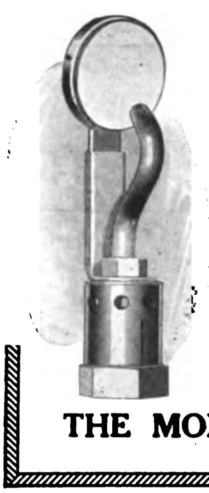
Dealers: Stock this splendid lock at once. The discounts are ample and the sales possibilities unlimited. Stock our other fast selling products, too. Get our literature.

ANGSTEN-KOCH CO. 215 Englewood Ave., Chicago

Wherever Ball Bearings are used you will find

STAR
Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.



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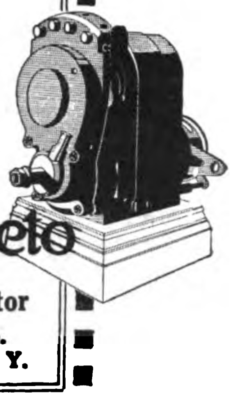
Burners for Prest-O-Lite Gas

Send for our leaflet concerning *Brilliant* Burners. It explains why *Brilliant* Burners are guaranteed to give THREE TIMES as bright a light as an ordinary burner.

Dealers: Here's a real seller. Every rider using Prest-O-Lite will buy a set. Get our testimonials from riders and dealers.

Write today—now!

THE MONOSMITH BROTHERS CO.
SPENCER, OHIO, U. S. A.



Worth More

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The

Berling Magneto

Just ask for it on your next motor
Ericsson Manufacturing Co.
1116 Military Road Buffalo, N. Y.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East
Detroit, Michigan

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
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NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .066; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
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THE BIG SUCCESS CIRCULAR

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If not, send in your name today. Tells all about Miami Dealers' successes—How they did it and how we can help you.

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Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
309 W. 129th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
302 West 13th St. Phone 3986 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York Bronx Branch
533 West 110th St. Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9702
Oliver Berckhemer, Prop. V. C. Pelezzare, Mgr.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS. ***INDIAN***
Storing, Repairing and Supplies
79th St. and Second Ave. Tel. 1933 Lenox.
Garage, 449 East 83d St.
Branch, 128 Bridge Plaza, L. I. City.
Tel. 2508 Astoria.

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2966 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

BEN RUDERMAN
Greater N. Y. Distributer
THOR MOTORCYCLES
Brooklyn Agent Cleveland Lightweight
Write for catalog and our easy payment plan.
1831 Bedford Ave., Brooklyn

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

LONG ISLAND

INDIAN
CYCLEMOTOR—SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1800 Hackensack, N. J.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated
THE BIG RESULT GETTER

Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AND AUTO

Cylinders Rebored or Reground

Light weight heat treated pistons and rings fitted.

Motorcycles $5. Write for Auto prices.

Bakeman Motor & Supply Co.
St. Cloud, Minn.

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.
56 Warren Street New York

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines
Special attention to dealers.

IRVING BECK
70 East 131st St. Phone Harlem 7083

HARLEY-DAVIDSON SERVICE CENTER

Complete Stock of Harley-Davidson Parts, Accessories and Supplies

Expert Mechanics with Factory Experience.

HARLEY-DAVIDSON SALES CO.
533 W. 110th St., New York
Branch 165th St. cor. of Webster Ave., Bronx, N. Y.

NOW'S THE TIME to buy a USED MOTORCYCLE

If you want to get in touch with some real bargains in up-to-the-minute used machines, write

HALLOCK
c/o Motor Cycle Illustrated
13 Park Row New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—My short-coupled Twin Indian Road Racer. Big valves. Very speedy. My 1916 Powerplus Twin Indian, electrical-equipped, big tanks, just overhauled. 1916 Indian sidecar with top. Ported Indian Twin, record 51 seconds on dirt. John U. Constant, care Motor Cycle Illustrated.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

VALUES EXTRAORDINARY! Quoted herewith are eight real, simon-pure bargains. Not specially selected, but samples of many, many more we have (just now) on hand. Rehauled, in splendid condition, thoroughly equipped and sold on our personal guarantee of money refunded if not as represented and satisfactory in every respect. Read carefully. 1914 Big Pope twin, fully equipped, $95; 1914 H. P. Eagle twin, fully equipped, $115; 1915 9 H. P. Eagle twin, two-speed, fully equipped and tandem, run only a little, $175; 1913 fast Indian twin, A1 shape, looks like new, $90; 1915 Indian two-speed, overhauled, equipped, $135; 1915 Indian three-speed, equipped with everything, $170; 1915 Kick Start H.-D. Big Twin, fully equipped, $145; 1916 Powerplus, run 7,000 miles, equipped, $210. Full details on request. Bank references, Hyde Park National. Crout Motor Co., 791 River St., Mattapan, Mass.

FOR SALE—Indian electric head lamp, tail lamp, horn, two storage batteries, all necessary wiring; price $11.00. Percy Morgan, Greenough Place, Newport, R. I.

MOTORCYCLE MAGNETOS: Bosch, $4, $6, $8, $10 and $12; Dixie, $7; Splitdorf, $5; Herz, $4; Berling, $4; Mea, $4; A-B-C lighting generators, $17.50. Write Van's Motorcycle Wrecking Shop, 101 West Tenth St., Los Angeles, Cal.

FOR SALE CHEAP—Henderson motorcycle, single speed, Model E, 1915, just overhauled. Will send photograph on request, 58 wheel base. W. H. Longyear, 95 John St., Kingston, N. Y.

FOR SALE, CASH ONLY—1916, 2-speed, twin Merkel, with improved kick starter and shock absorber. Equipment: Presto tank and bracket, head and tail light, Stewart front speedometer and horn, footboards and luggage carrier, $165. Will deliver under own power within fifty miles of Philadelphia. P-1653 N. Redfield St., Philadelphia, Pa.

BARGAIN—Fast 1916 Powerplus Indian Twin, rigid frame, electrically equipped, F-N tandem, Corbin-Brown speedometer. First-class condition. Run less than 1,000 miles. Will sell for $225. Address F. J. H., Motor Cycle Illustrated.

FOR SALE—One 1915 neutral countershaft, $10; two carbureters, $5 each; all A-1 condition. About $50 worth of parts, new and used; the lot $10; all Indian. Pratt's Motorcycle Exchange, Brownsville, Pa.

USED MOTORCYCLES ON EASY PAYMENTS—Send for our list of makes, prices and terms. Number of machines limited. Send stamp. Strogonoff-Godfrey Co., Inc., 103 State street, Schenectady, N. Y.

FOR SALE—Twin Indian racer, ported, just rebuilt at factory, exceptionally fast, new tires; price $85. Roy Matthews, Box C, Clarinda, Ia.

BARGAINS—Pope single, $35; Excelsior single, overhauled, $45. C. C. Williams, Reed, Ky.

WANTED—Bicycle motor with magneto. Will trade phonograph and typewriter. Box 777, Van Voorhis, W. Va.

POPE LIGHTWEIGHT, 1916 demonstrator; has not been run over ten miles. Bargain at $100 for quick sale. G. J., care Motor Cycle Illustrated.

BUSINESS OPPORTUNITIES

FOR SALE—Well established motorcycle and bicycle business in one of the best towns in Illinois, 40 miles from Chicago. All kinds of repairing trade. Plenty of work for two men. Address H. C., care Motor Cycle Illustrated.

HELP WANTED

FIRST CLASS MOTORCYCLE REPAIR MAN for Harley-Davidson. Good salary offered to right man. References required. Apply Koch-Ruhle Company, Jamaica, N. Y.

MOTORCYCLE MECHANIC WANTED—A thoroughly experienced man on Indian motorcycles wanted. Must be sober and a good workman. Sykes Motor Co., 37 E. Long street, Columbus, Ohio.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade
Prompt service on Parcel Post and Express orders
Best work and lowest prices. 25 years' experience
W. M. Sharpe, 118 West Broadway, New York.

WANTED — Short-coupled Harley-Davidson frame, tanks, and rear-guard. Either or all. Box 1689, Atlanta, Ga.

WANTED—Model 1915 Harley-Davidson sidecar; state condition. C. A. Rosendahl, Kindred, N. Dak.

WANTED—1916 Harley-Davidson sidecar in good condition. State price in letter. Chester A. Davis, Ligonier, Ind.

WANTED—A three-speed 1916 model Harley-Davidson or Indian motorcycle, in first class running order. Harold P. Smith, Box 404, Groton, N. Y.

OUR FORMS CLOSE MONDAY MORNING, APRIL 9th

On account of the immense amount of matter—news, features and pictorial—that we have prepared for our big **Spring Number,** due **April 12th,** our forms will positively close

MONDAY MORNING, APRIL 9TH.

A great number of the big national advertisers have already sent in their copy and received choice positions. Material from others is coming in by every mail. The time is short—you will regret it if you fail to get in this great number. We have made conscientious efforts to keep manufacturers, dealers and accessory makers reminded of the date and the importance of not waiting until the last day to send for advertising space. Our regular weekly net paid circulation is 10,000 copies. This figure is confirmed by the Audit Bureau of Circulations.

In addition to our regular paid-up circulation, the Spring Number will go into the hands of extra thousands of good live prospects.

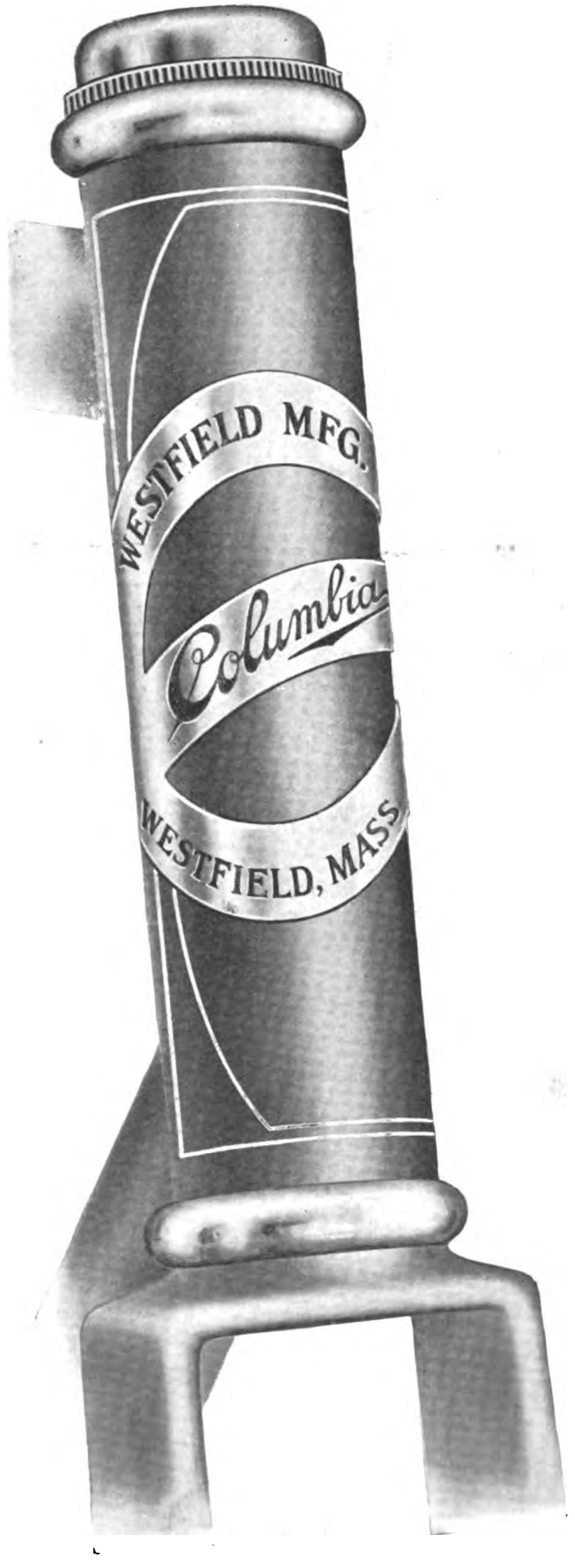
Dealers have arranged for extra copies which they will place in the hands of their prospects. This means to advertisers, added sales value at the regular contract prices.

Send in your order to-day—now. We will do everything to help you, write your copy, make your drawings and attend to your engravings, but we cannot hold the forms open longer than announced. April 9th, is closing time. April 12th is date of issue. It will be a wonderful number. Order your space now.

MOTOR CYCLE ILLUSTRATED

13 Park Row New York, N. Y.

PROFIT PLUS PRESTIGE


WESTFIELD MFG.
Columbia
WESTFIELD, MASS.

In Selling Bicycles Bearing This Famous Nameplate

Columbia bicycles stand conspicuously alone in the bicycle industry.

From the viewpoint of reputation, age and construction they clearly out-class all other makes of bicycles on the market.

And because of this, dealers throughout the country gain, from selling them, a profit and prestige that other bicycles fail to offer.

Columbia bicycles are easier to sell because they are better known.

Columbia bicycles are easier to sell because they are better built.

Columbia bicycles are easier to sell because they are nationally and intensively advertised.

Behind them is a tremendous organization, a thirty-nine year reputation and a vast army of satisfied cyclists. It is clear to see why the Columbia nameplate dominates the field.

Is your territory open?
Consult us at once.
Immediate action on orders.

Westfield Manufacturing Company

DEPARTMENT 11 WESTFIELD MASS.
MAKERS OF THE Pope MOTORCYCLE

JP

The Fifth of a Series *Watch for the Next One*

Dayton Motor Bicycle

Perfect Cleanliness

AS no portion of the rider comes in contact with the motor in the front wheel, the Dayton Motor Bicycle may be ridden without special riding costume of any kind.

Think what this means!

Perfect cleanliness is not merely desirable—it is demanded these days. No other one thing gives a rider such comfort as a clean, cool machine.

No other machine is in a class with the Dayton Motor Bicycle for clean, cool comfort.

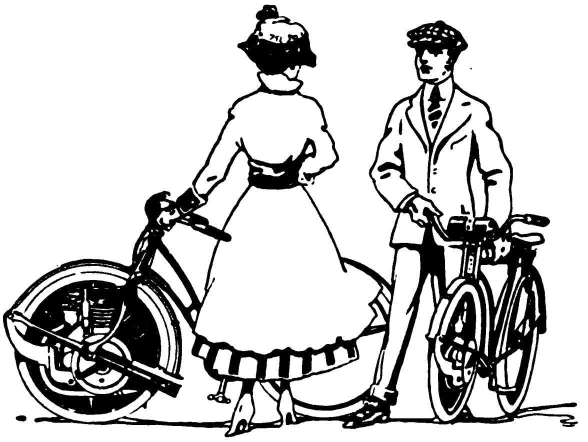
For ladies there are drop frame models that they may ride with all the ease and grace of a lady's bicycle.

Staunch aluminum footboards and fine, large padded saddles of special build add to the pleasures of Motor Bicycling with the Dayton.

"Send Us Another Dayton Motor Bicycle, We Only Kept the Other One Overnight"

The Rowe Company of Texarkana, Ark., ordered their first Dayton Motor Bicycle February 19th. The machine was received March 5th, uncrated that evening, and before noon the next day it had been sold to Mr. C. J. Francis, a clerk in the Iron Mountain Railway offices.

It is not too late for you to do the same. In many places the opportunity is waiting —but "faint heart ne'er won fair lady."



[illegible] clothes when you ride a Dayton Motor Bicycle

Now is the time to introduce the Dayton Motor Bicycle to your trade. Write for our One-Price Sales Plan.

The Davis Sewing Machine Co.

Cycle Department

512-522 Linden Ave. **Dayton, Ohio**

C
N 12 1917

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy NEW YORK January 11, 1917

STORIES WITH A PUNCH

Motor Cycle Illustrated enters upon the new year with an editorial policy which calls for increased emphasis upon features of special interest to the rider—and in order to carry that policy through consistently arrangements have been made to print the best articles obtainable from the cleverest writers on motorcycle subjects in the country.

Watch for these features. They will be plentiful from now on.

"THE AVIATORS"

The striking photo above gives a foretaste of an unusual article in this issue,—"The Aviators." Read it and keep a lookout for other stories equally good. They're coming!

PICTURES FULL OF PEP

Every picture tells its story better than it could be told in cold type, and for that reason it has always been the aim of, and will continue to be the aim of Motor Cycle Illustrated to present to its readers the snappiest photographs that motorcycledom produces. A stronger illustrating policy naturally goes with the decision to place more stress on rider features, and some pictorial treats may be looked for in early numbers.

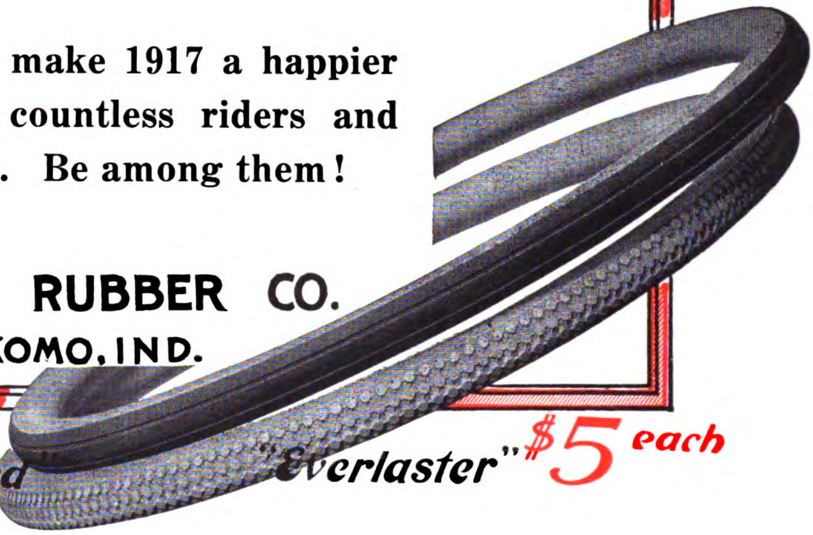
LONG-LIFE

Kokomo

BICYCLE TIRES

Will help make 1917 a happier year for countless riders and dealers. Be among them!

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kord" "Everlaster" $5 each

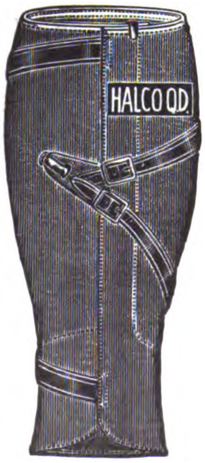
HALCO-BRAND
NONE BETTER THAN TRADE MARK THE BEST

Be Satisfied

with nothing but the Best, order—

"Artillery" Puttee

The wearing quality, the "quick detachable" feature, the convenience and comfort make these leggings the best that money can buy.



An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

Are Your Tires Properly Fed?

Unless you keep your tires fed up with air to the pressure recommended by your tire maker you cannot expect to get out of them all the mileage that they have to give.

TWITCHELL AIR GAUGE

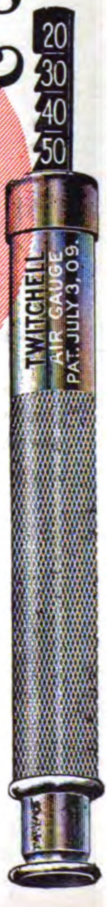
will tell you when it is feeding time for your tires.
It is "tire insurance for one dollar."

At Your dealer, or

THE TWITCHELL GAUGE CO.

TWITCHELL Air Gauge

1213 MICH. AVE.
CHICAGO, ILL.



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MOTOR CYCLE ILLUSTRATED

NEW YORK

Ten Cents a Copy

January 18, 1917

"Kokomo Kord"
"Everlaster"
$5 each

LONG-LIFE Kokomo
BICYCLE TIRES

"Permanent satisfaction"—that explains why so many riders insist upon Kokomo Tires.

KOKOMO RUBBER CO.
KOKOMO, IND.

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.

Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, **Flying - Merkel, Reading** - Standard, Pope, **Emblem, Henderson**, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - - - - - CLEVELAND

Branch Offices in

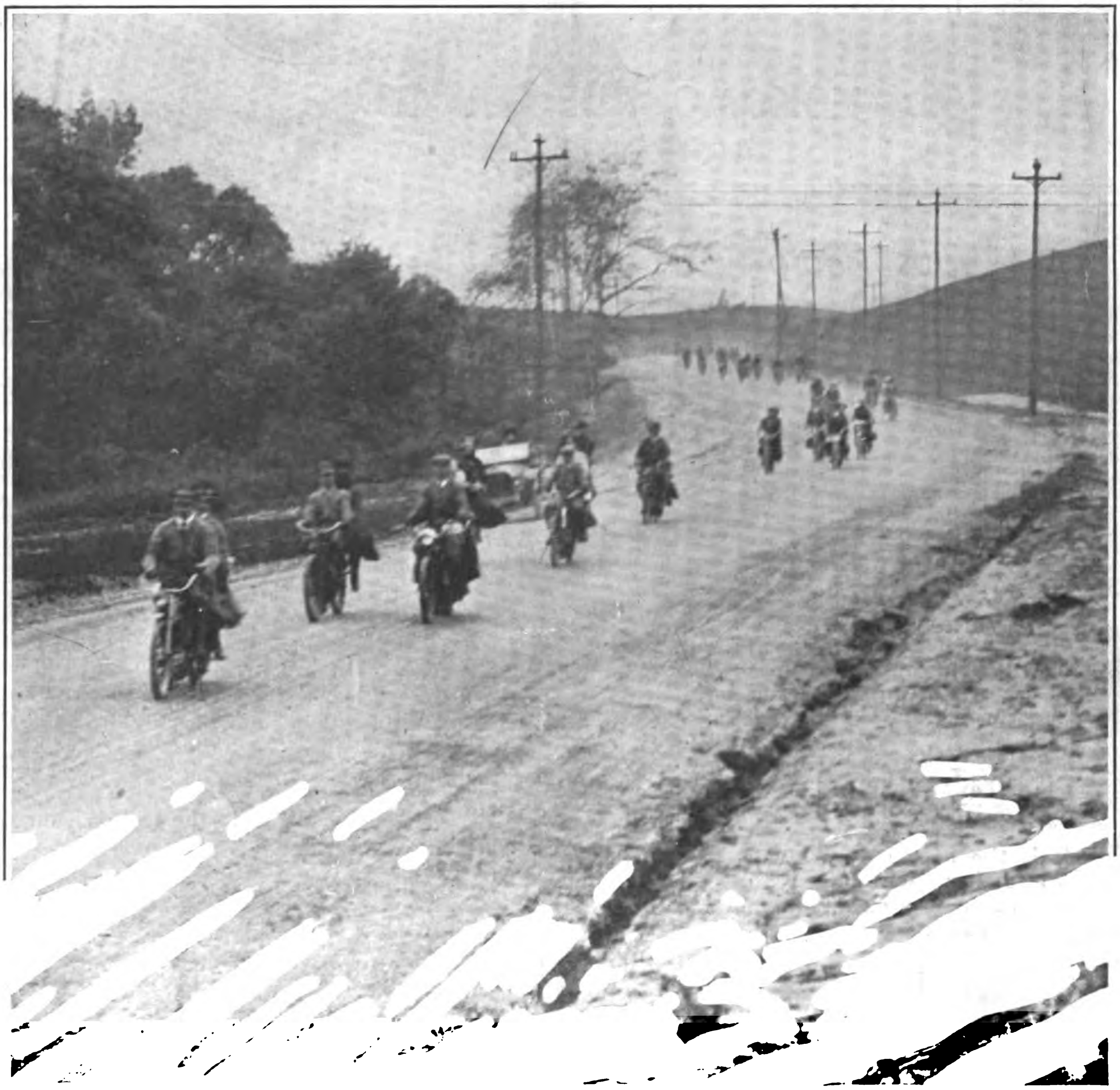
New York Chicago Indianapolis Detroit

1917

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy NEW YORK February 22, 1917

Off For a Joy-Ramble In the California Hills



Members of the Los Angeles M. C. Get Under Way for a Sunday Outing. Owing to the Number of Riders Shown in Action This Photograph Is One of the Most Interesting Ever Published by an American Journal. Such Impressive Pictures of Club Outings are Exceedingly Rare

Firestone
CYCLE TIRES
A DOUBLE TRIUMPH
OF QUALITY AND EFFICIENCY
BUY THEM HERE

Cleveland

Thor

Dayton

Smith Motor Wheel

Emblem

R-S Reading Standard

Excelsior Motor Mfg. & Supply Co. Auto Cycle

The Flying Merkel

SPECIFY Firestone TIRES

ELEVEN LEADING MAKERS FURNISH THEM AT NO EXTRA COST TO YOU

THE eleven leading makers listed on this page equip with Firestone Tires without extra cost to you. They do this because they recognize in the four-ply construction, the extra broad tread, the fine rubber of Firestone Tires the qualities that make them worthy of the best motorcycle principle and construction.

They realize that in many situations a motorcycle can be only as safe, as fast, as dependable, as comfortable, as the tires make it. They want their machines to give their best performance, always. That is why they offer and why you should specify Firestone Tires.

FIRESTONE TIRE AND RUBBER COMPANY
Akron, Ohio
Branches and Dealers Everywhere

Harley-Davidson

Henderson

Indian

Add to shelf list

Material
Vellum
[✓ Lib. Buckram]
16
½ T. Mor.
½ Pigskin
Imp. Mor. Clo.

Color
Black
Dark Blue
Light Blue
Dark Brown
Light Brown
Dark Green
Light Green
Olive
Maroon
Red

Pattern
[✓ As before]

Motorcycle Illustrated

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